

# Investor Presentation

**Alkhaleej Training and Education Company** empowers individuals and organizations Nationwide and Globally through blended learning, schools, BPO services, and university partnerships.



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H1-2025  
INVESTORS'  
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# Legal Disclaimer

This presentation has been prepared by Alkhaleej Training and Education Company ("Alkhaleej") solely for information purposes. It contains summary information that is not intended to be complete and should be read in conjunction with the company's audited financial statements and public filings.

The presentation includes forward-looking statements that reflect current expectations and projections about future events. These statements involve known and unknown risks, uncertainties and other factors that may cause actual results, performance or achievements to differ materially from those expressed or implied. No assurance is given that such expectations will prove correct. Alkhaleej undertakes no obligation to update any forward-looking statements.

All financial figures are presented in Saudi Riyals unless stated otherwise and are based on management accounts or publicly available information believed to be reliable; however, no representation or warranty, express or implied, is made as to the fairness, accuracy, completeness or correctness of the information or opinions contained herein.

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By accepting this document, you agree to keep its contents confidential and to use it solely for the purpose of evaluating Alkhaleej.

# Empowering people in their search for knowledge

**Al Khaleej** is Saudi Arabia's integrated education and business-services leader, unlocking human potential and delivering sustainable value for a rapidly advancing economy

**Founded**  
**1993**

30+ years of learning leadership



Inspiring  
Lifelong Learning

Saudi Arabia

**300+**  
**Training Rooms**  
Nation-wide footprint

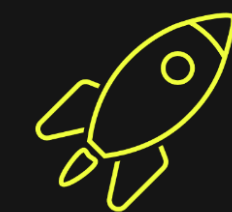
**15 schools**  
**14,630+ students**

**4,000+**  
**BPO Employees**  
Largest KSA home-grown contact center

2024

SAR **1.14bn** revenue

SAR **88.1 mn** net profit



Elevating  
Saudi Talent



VISION

To be the first choice during the journey in the search for **knowledge**.



MISSION

We leverage our expertise to empower people and drive business growth, aligning with local perspectives, to advance societal development.



# Core Values



## Respect

Treating all stakeholders with dignity, fairness, and empathy in every interaction.



## Inclusion

Creating an environment where everyone feels valued and empowered.



## Commitment

Dedication to achieving excellence in education, training, and service delivery.



## Innovation

Adopting new ideas, methods, and technologies to improve learning and operations.



## Teamwork

Collaborating effectively to achieve shared goals and mutual success.



## Responsibility

Owning our commitments and delivering on promises with integrity.



## Diversity

Embracing different perspectives, cultures, and experiences to drive innovation.



## Excellence

Consistently exceeding expectations through quality and innovation.



## Safety

Ensuring the well-being of students, employees, and partners at all times.



## Transparency

Maintaining open, honest, and clear communication with all stakeholders.

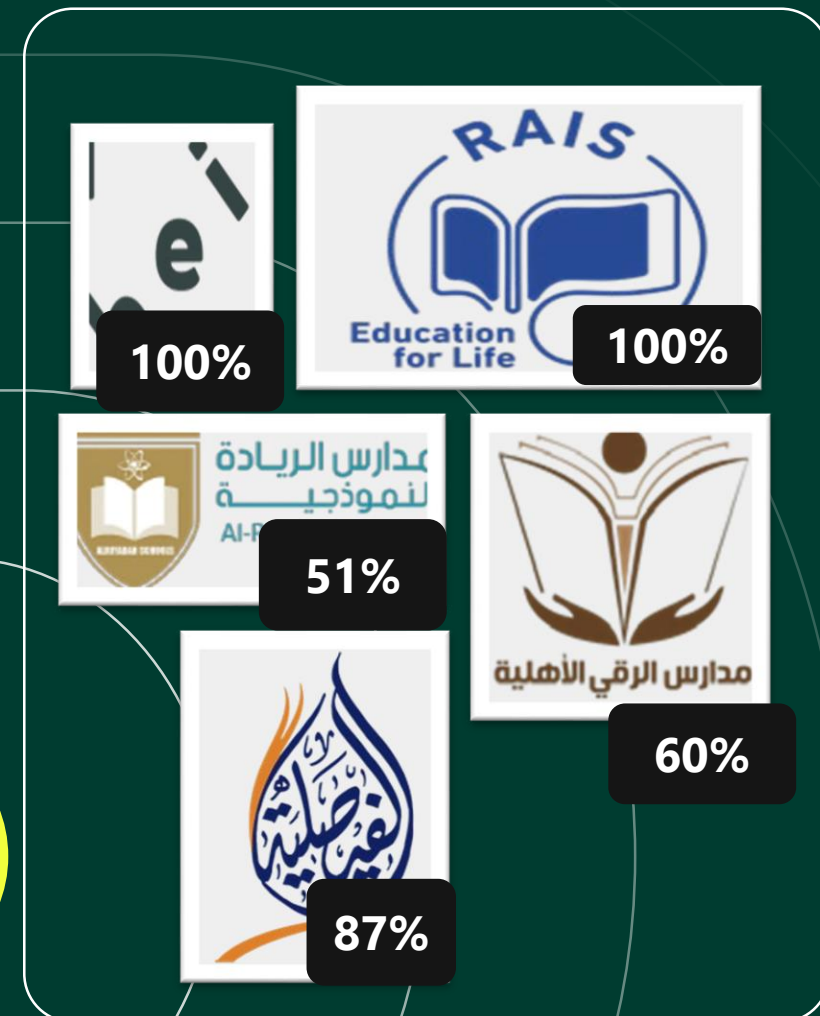
# Group Structure

## TRAINING

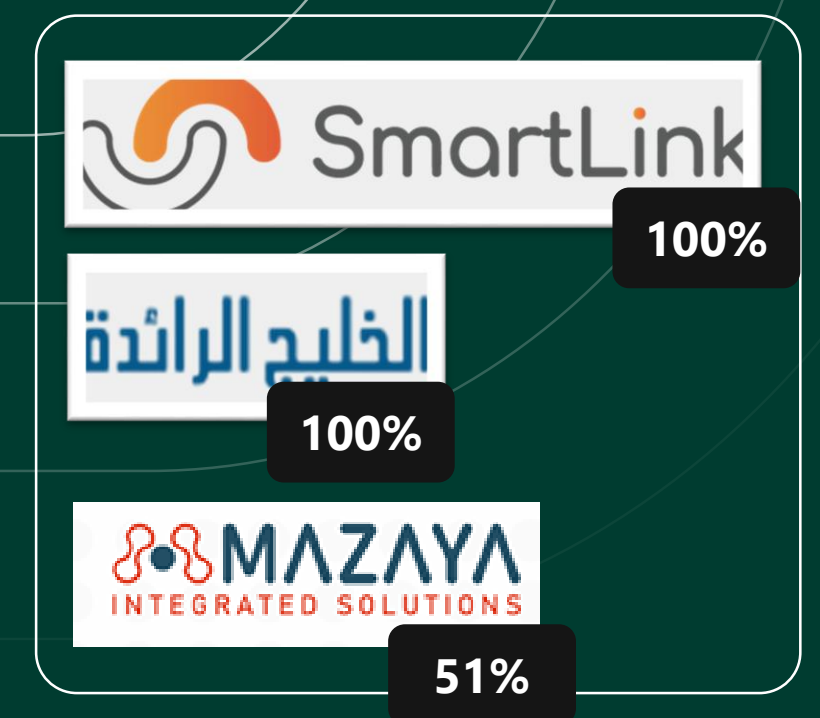


## OUR GROUP OF COMPANIES

## EDUCATION



## CALL CENTER



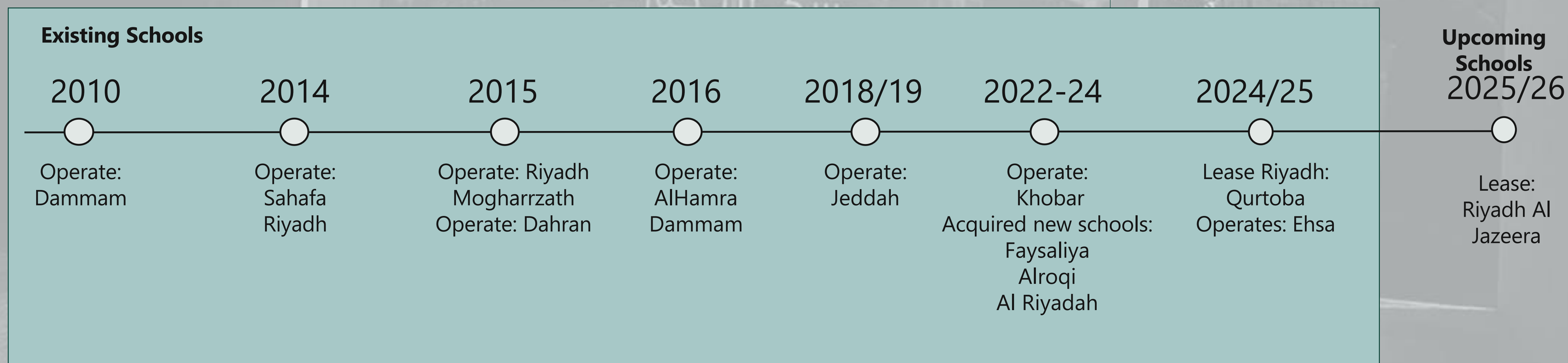
Al Khaleej has set the benchmark for lifelong learning and customer-experience services in Saudi Arabia through its three business segments.

A united model equips individuals, organizations and the nation with the skills and services required to achieve Vision 2030.

**EMPOWERING AMBITION  
THROUGH EDUCATION**



# Achievements & Milestones





# Academic & Operational Excellence



**COPC Accreditation**  
Prestigious Designation for  
Customer Experience operations



**Genius Olympiad, USA**

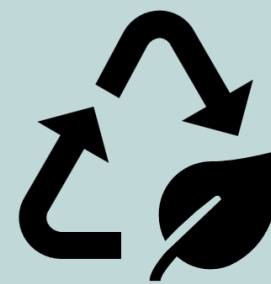
Bronze · two 4th-  
place

STEM awards, RIT scholarships



**Cognia®  
Accreditation**

International quality seal for  
academic excellence



**Blue School  
Initiative**

Certified STEM & sustainability  
programme implemented



**ETEC School  
Accreditation**

Saudi Education & Training  
Evaluation Commission approval



**BEBRAS Mawhiba Medals**

10 gold · 4 silver · 4 bronze  
in 2024 national informatics contest



**Gordan Ramsay** Culinary  
Academy

Exclusive partnership with GRCA to operate  
culinary training in Saudi Arabia



# Board of Directors



**Abdulaziz Rashid Al-Rashed**

Chairman of the Board



**Naif Saleh Al-Rajhi**

Vice Chairman



**Eng. AlWaleed Abdelrazak  
Aldryaan**

Board Member



**Dr. Abdullah Saghir  
Al-Husseini**

Board Member



**Mohammed Hamad  
Al-Quraisha**

Board Member



**Dr. AbdulKareem Hamad  
Alnajaidi**

Board Member



**Abdulmalik Abdulrahman  
Al-Sheikh**

Board Member



# Executive Team



**Dr. Hatem Abdul Razzaq Aldryaan**

Chief Executive Officer (CEO)



**Sherif Esmat Hussein**

Chief Financial Officer (CFO)



**Ismail Ahmed Al-Hussein**

Senior Vice President - Training



**Mohammed Abdullah Al-Murshid**

Senior Vice President - Education



**Wael Al-Haj Ali**

Senior Vice President - BPO



# Long Term Goals

- 1 Increase Revenue by CAGR 15%
- 2 Build Strategic Partnerships in high potential fields
- 3 Offer New Accreditations & Diplomas
- 4 Expand SME Customer Base
- 5 Enhance Customer Retention





# Saudi Market Tailwinds

## Macroeconomic Fundamentals

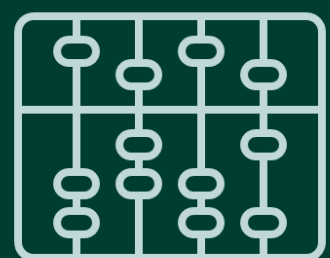
8.7% oil-based GDP growth

4.3% non-oil GDP growth  
Sustained GDP expansion

63% population under 30 yrs

29 median age  
Young Population needing upskilling

USD 3 trillion  
Vision 2030 spend



## Education Demand

41 new school licenses in  
**Private & international enrolment rising**

Youth cohort drives need for schooling and vocational tracks

Government e-learning and AI initiatives accelerating digital uptake



## Outsourcing & CX

19% CAGR 2024-2030  
**AI-Driven CX Market**

USD 750m est. by 2030  
**Projected Market Size**

Government efficiency programme shifting non-core activities to BPO specialists

Saudization rules reserve customer-support roles for locals, lifting domestic seat demand



## Market Incentives

100% Foreign Investment  
**Allowed in Education sector**

16.2% gov. budget  
**Dedicated to Education**  
projects and public-private partnerships

**Saudization of workforce**  
Firms must employ and upskill Saudis





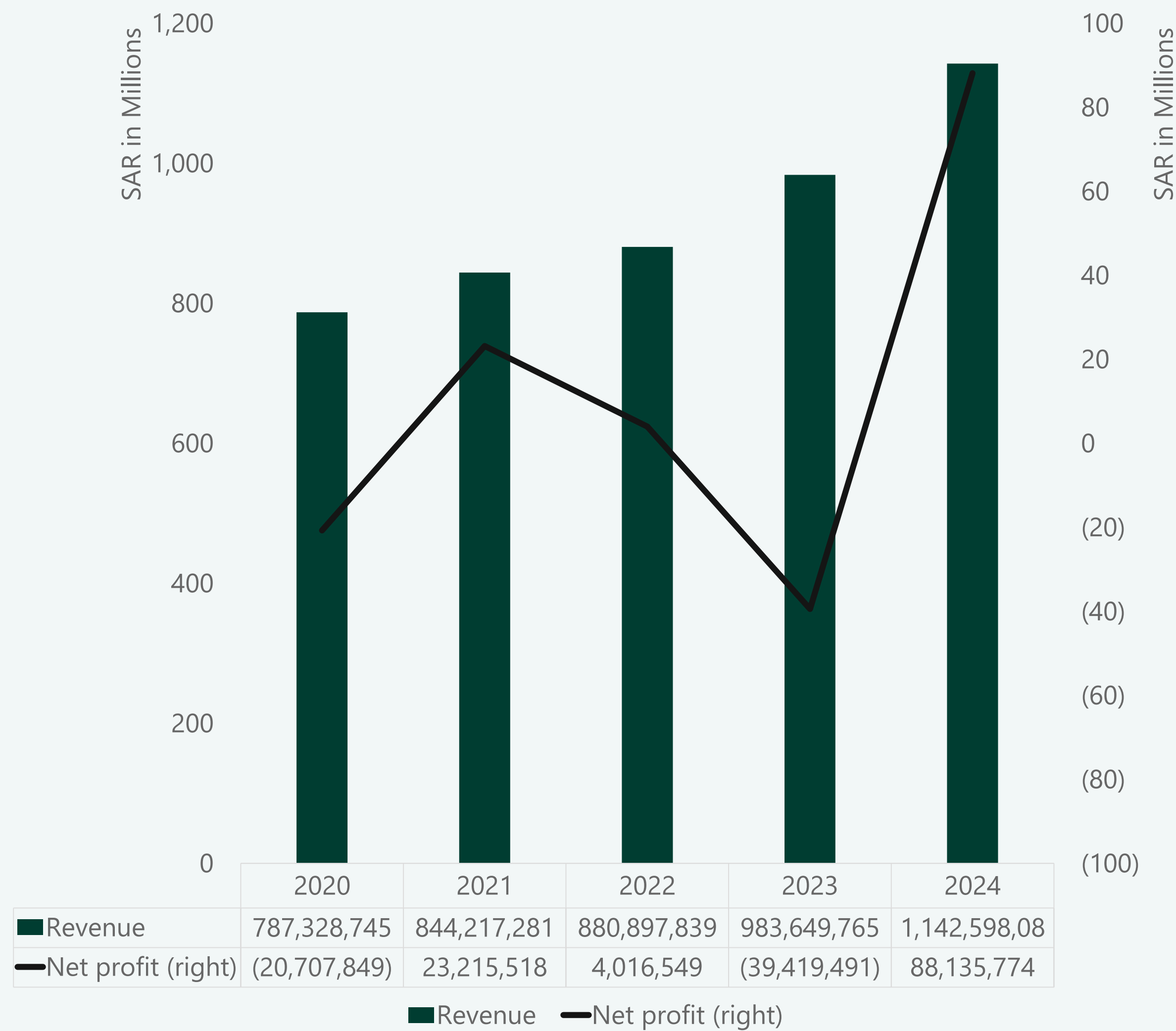
# Key Group Financial Metrics

YEAR	REVENUE (SAR in millions)	OPERATING PROFIT (SAR in millions)	NET PROFIT (SAR in millions)	NET PROFIT MARGIN
2022	880.9 ↗4%	38.6 ↘27%	4.0	0.5%
2023	983.7 ↗12%	70.2 ↗82%	(39.4)	-4.0%
2024	1,142.6 ↗16%	173.7 ↗148%	88.1	7.7%
2025 (forecast)	1,235.2 ↗8% Q2 actual: 582.9	102.5 ↘41% Q2 actual: 45.8	81.5 Q2 actual: 13.8	6.6% Q2 actual: 2.4%

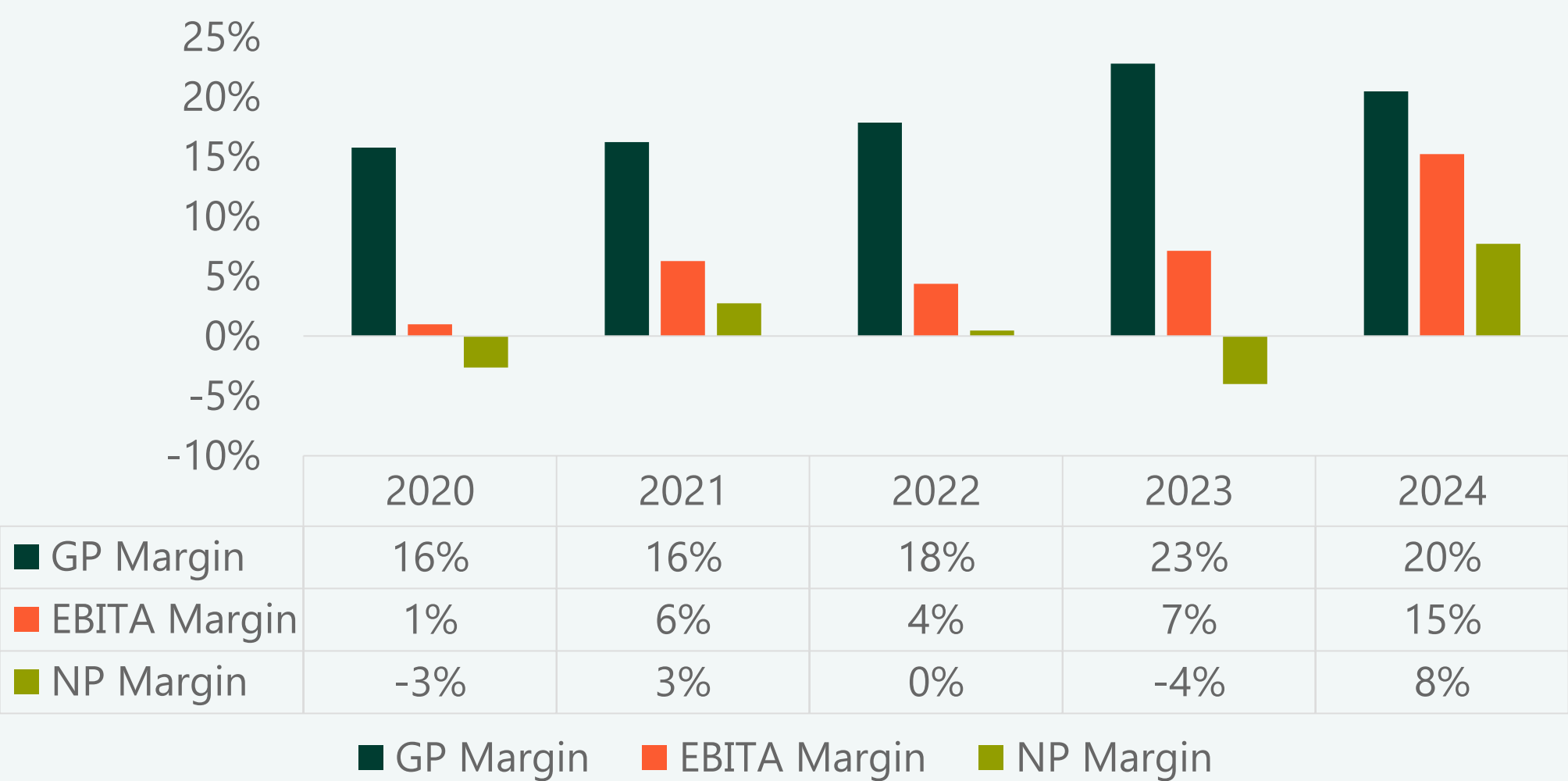


# Group Snapshot

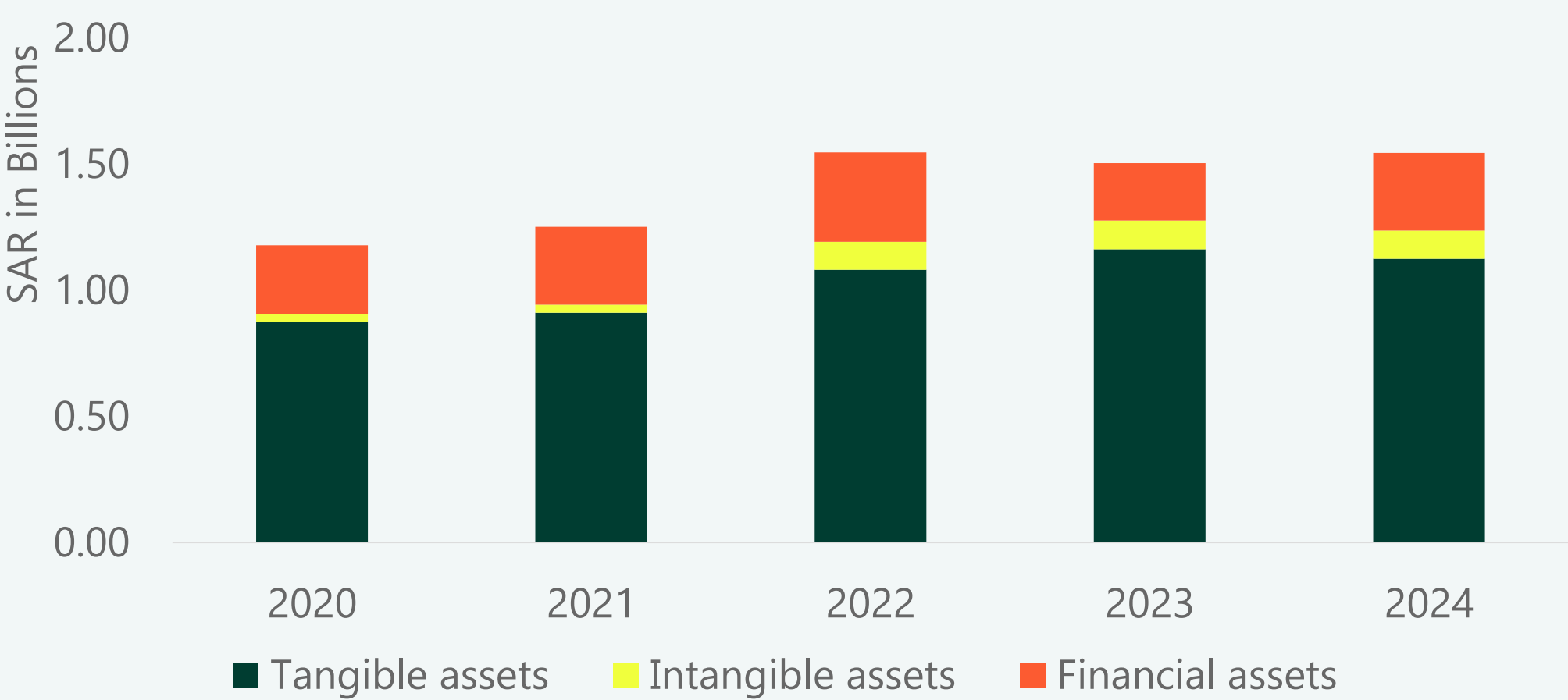
Group Financial Performance



Margin Analysis



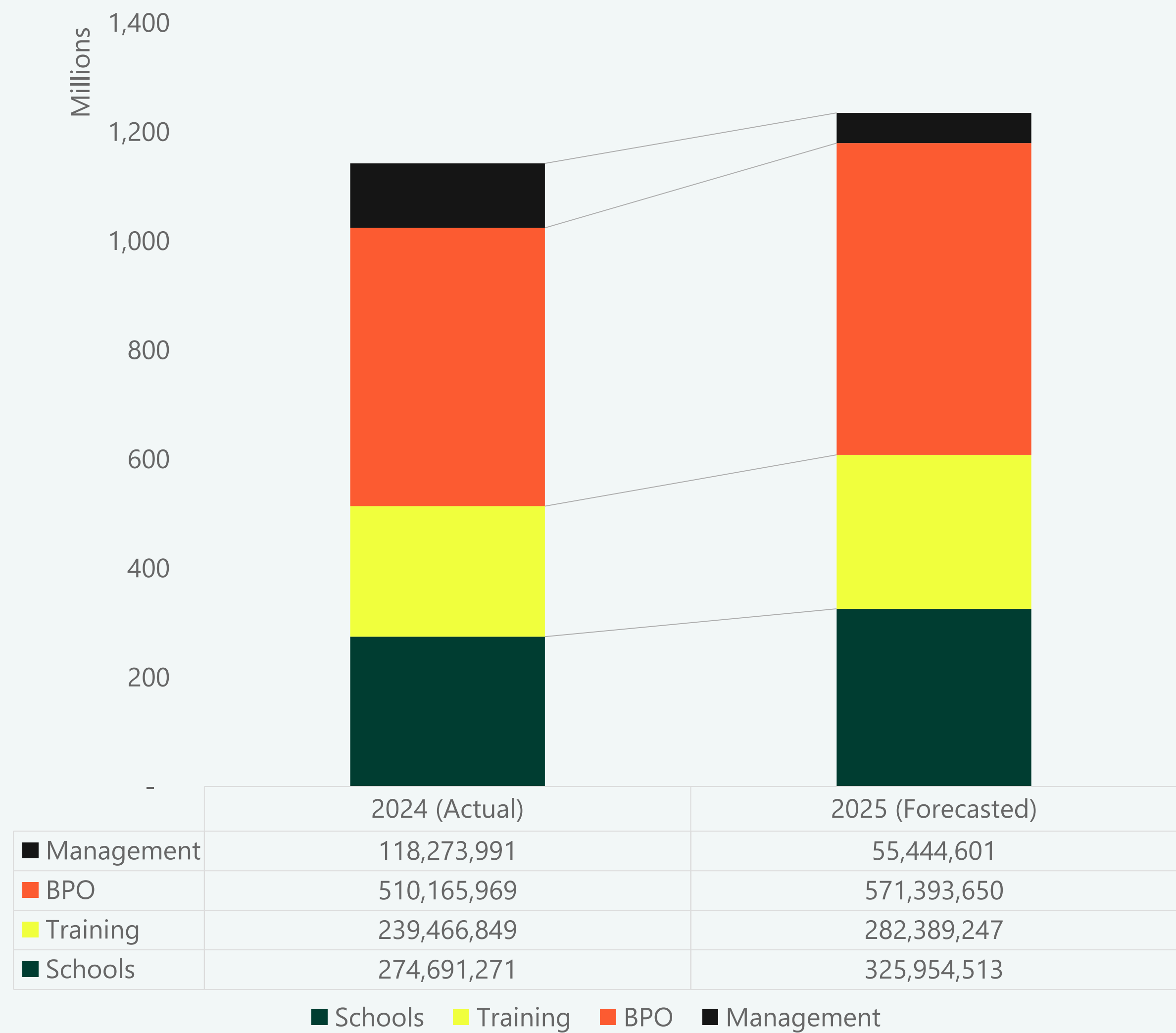
NCA of the Group



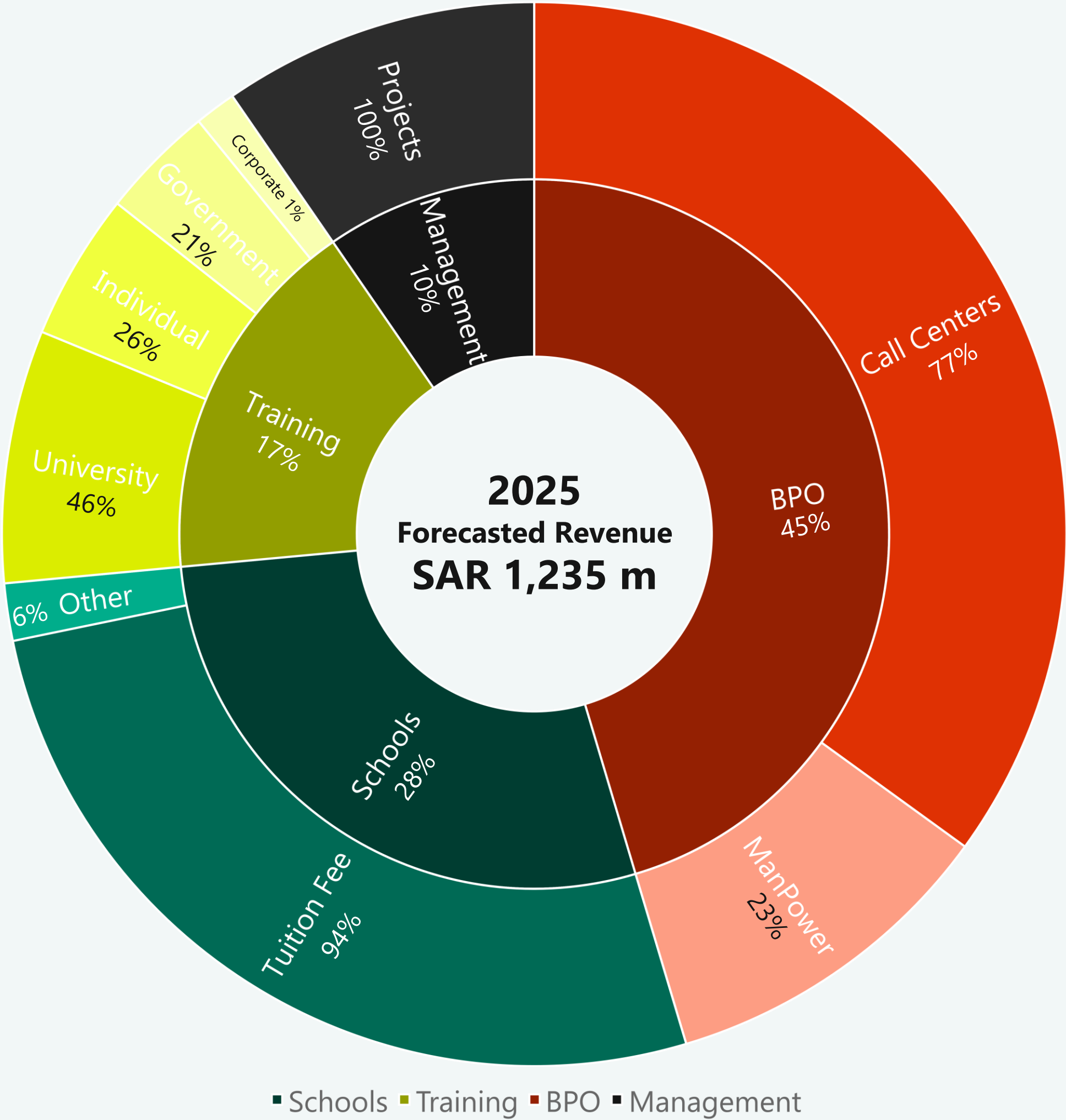


# Group Snapshot

Group Revenue Split



Revenue Split by Sector and Source





# Business Segments

Diversified platform comprises three integrated business lines that serve complementary needs across the Saudi knowledge economy, leveraging shared expertise and infrastructure to create a balanced, resilient engine of growth.



## TRAINING

Nationwide IT and language training network



## EDUCATION

Premium K-12 schools across Saudi Arabia



## CALL CENTER

Largest Saudi call center and BPO provider





## IT TRAINING

Vendor-certified programs in networking, cybersecurity, cloud computing, and software development.



## LANGUAGE TRAINING

English language courses aligned with IELTS, TOEFL, and customized business communication programs.



## PROFESSIONAL SKILLS

Leadership, management, and customer service programs to upskill the Saudi workforce.



## CORPORATE SOLUTIONS

Tailored in-company training programs for government entities, large corporations, and SMEs.

# Al Khaleej's Training Division

One of the largest private training networks in Saudi Arabia, offering accredited courses in information technology, languages, and professional skills. With a presence across all major cities, it serves both individual learners and corporate clients.



## CULINARY & HOSPITALITY

**300+**

Training rooms  
across the Kingdom



# Training Division

We are one of the largest independent training companies in the Kingdom of Saudi Arabia, supported by a highly qualified team of over 800 professionals. With more than 80 branches for both men and women across KSA, our Training Division serves over 2,500 corporate clients and more than 50,000 individual learners each year.

## CORE OFFERINGS

### Computer & IT

Exclusive New Horizons franchisee in the Middle East, offering advanced IT and computer training for corporates and individuals.

### Language

Direct English franchisee delivering English training for corporates, individuals, and children aged 4–10+, covering all key skills.

### Finance

Specialized in management, leadership, forex, and trading, operating as New Dimension and Online Training Academy franchisee.

### Marine

Provider of specialized marine safety and security training for individuals, local organizations, and international clients.

### Project

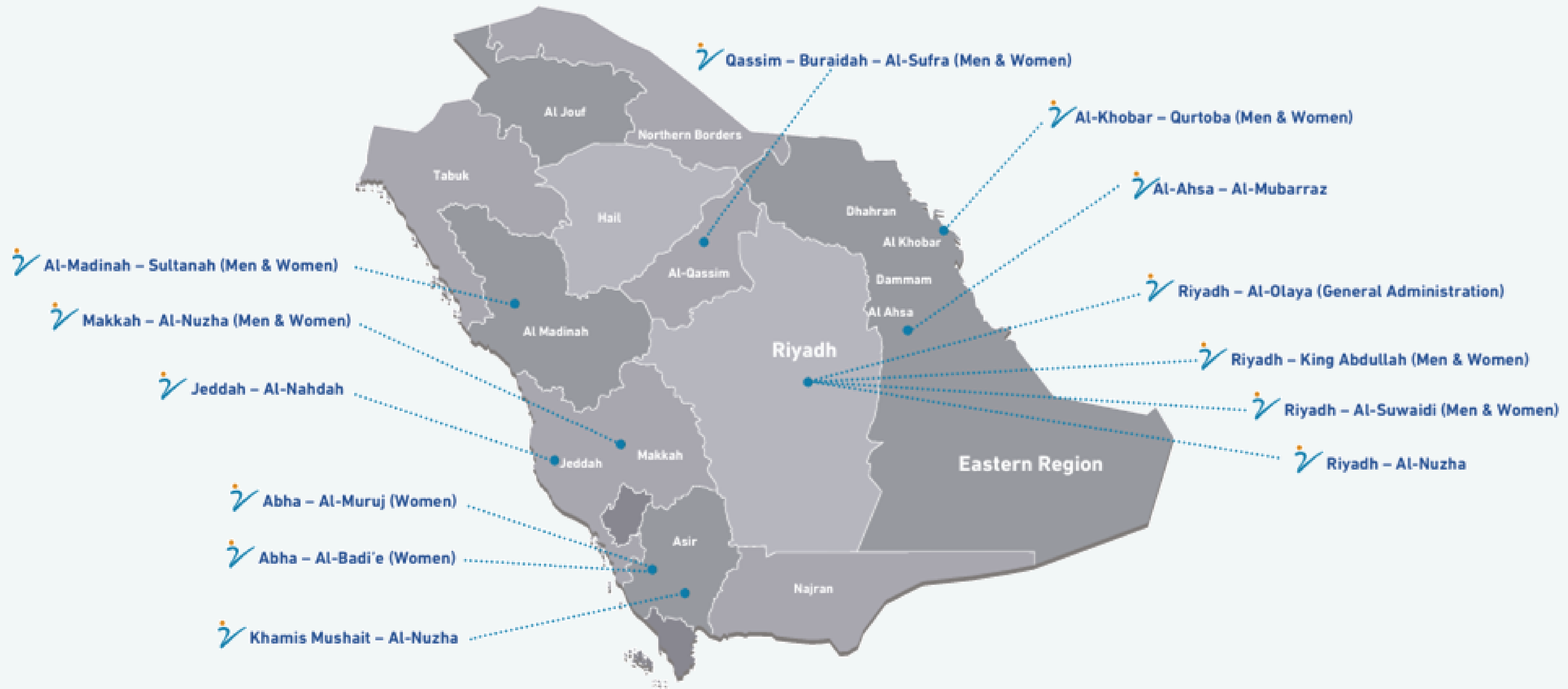
Running preparation year programs in English, IT, and soft skills at Saudi universities, plus government project management.

### Culinary & Hospitality

Offering certified culinary arts in 3 major cities of the Kingdom, licensed under Gordon Ramsey Academy (UK).

# Training Branches

OUR PRESCENCE  
ACROSS THE  
NATION





# Business Segments

## Training Division



### Leading Training Solutions Across the Kingdom

New Horizons stands as the largest training center in the Kingdom, recognized globally by top software manufacturing companies. It delivers innovative learning solutions tailored for both corporate and individual development.

Beyond core offerings, New Horizons provides industry-specific programs in marine safety, insurance, and corporate projects. These specialized trainings cater to the unique requirements of entities such as ARAMCO and leading universities.



### Gordan Ramsey Academy in KSA

Offering culinary courses in partnership with Gordon Ramsey Academy for the first time the country.



### Simplified English Learning for All Ages

Direct English offers a human-centered approach to language learning, covering listening, speaking, reading, and writing skills. With flexible classes, creative learning methods, and native English instructors, it creates an engaging environment for learners from 4 years and above.

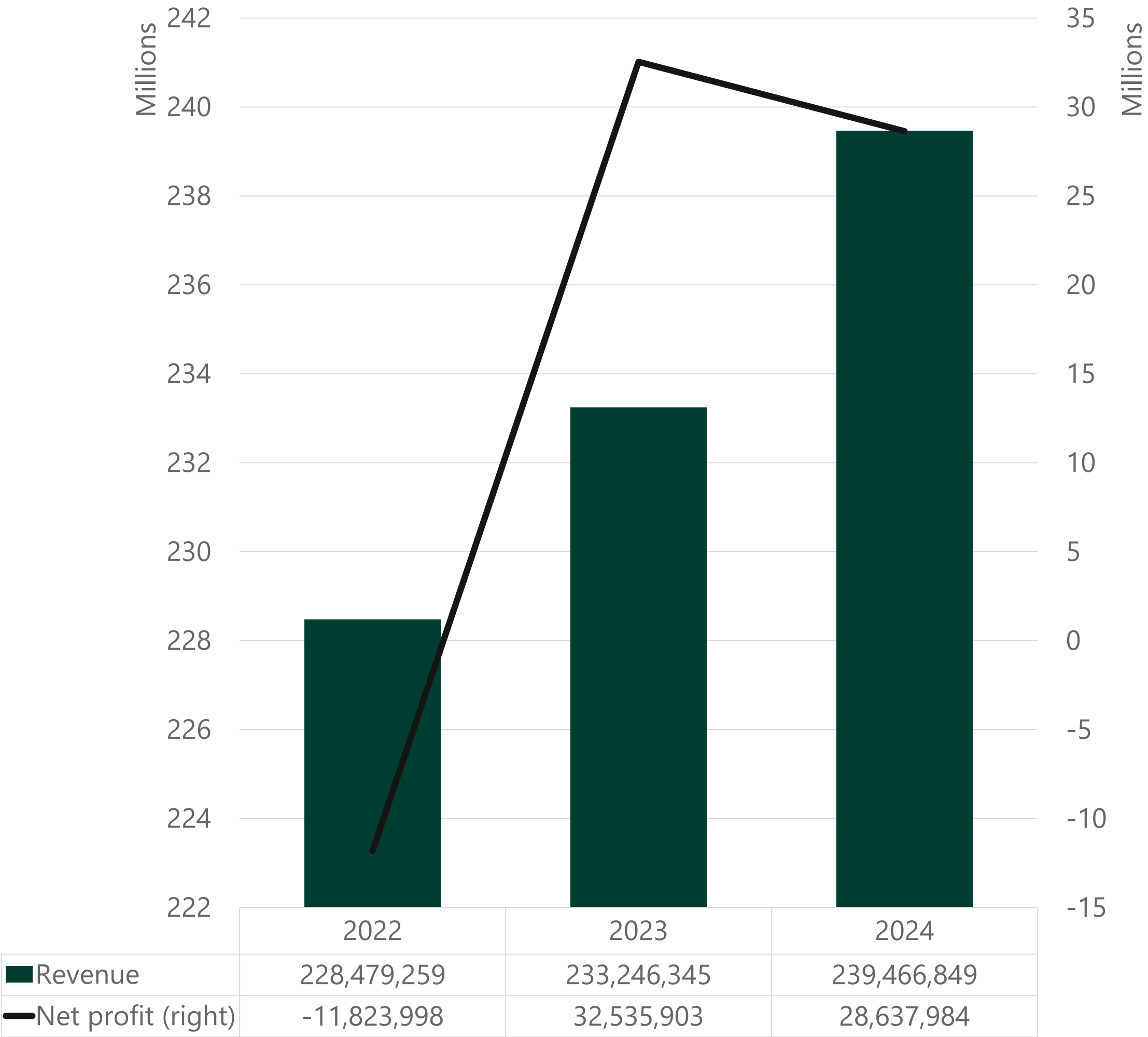


### Empowering Management Excellence

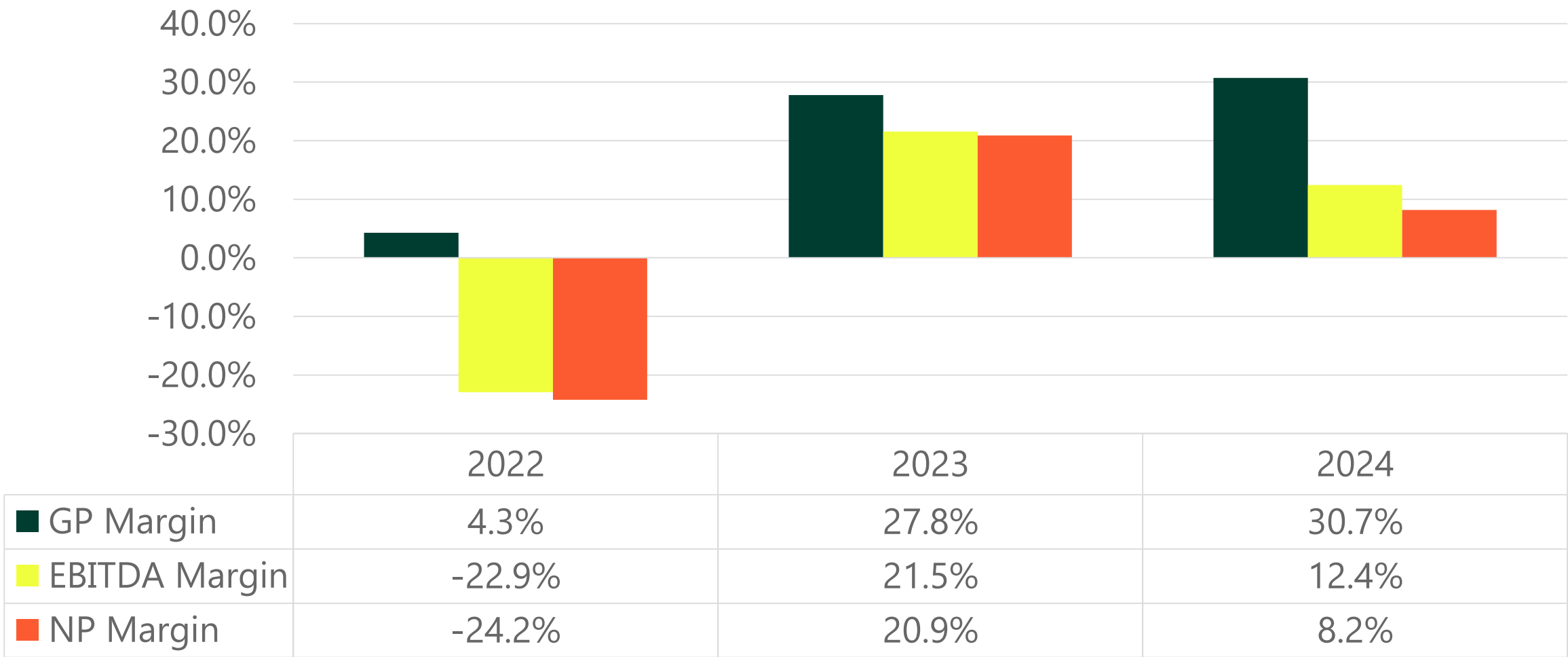
Specialized in management training, this center designs programs to equip administrative leaders at all organizational levels. In collaboration with regional and international partners, it promotes leadership skills that drive strategic impact.

# Training Division | Sector Financials

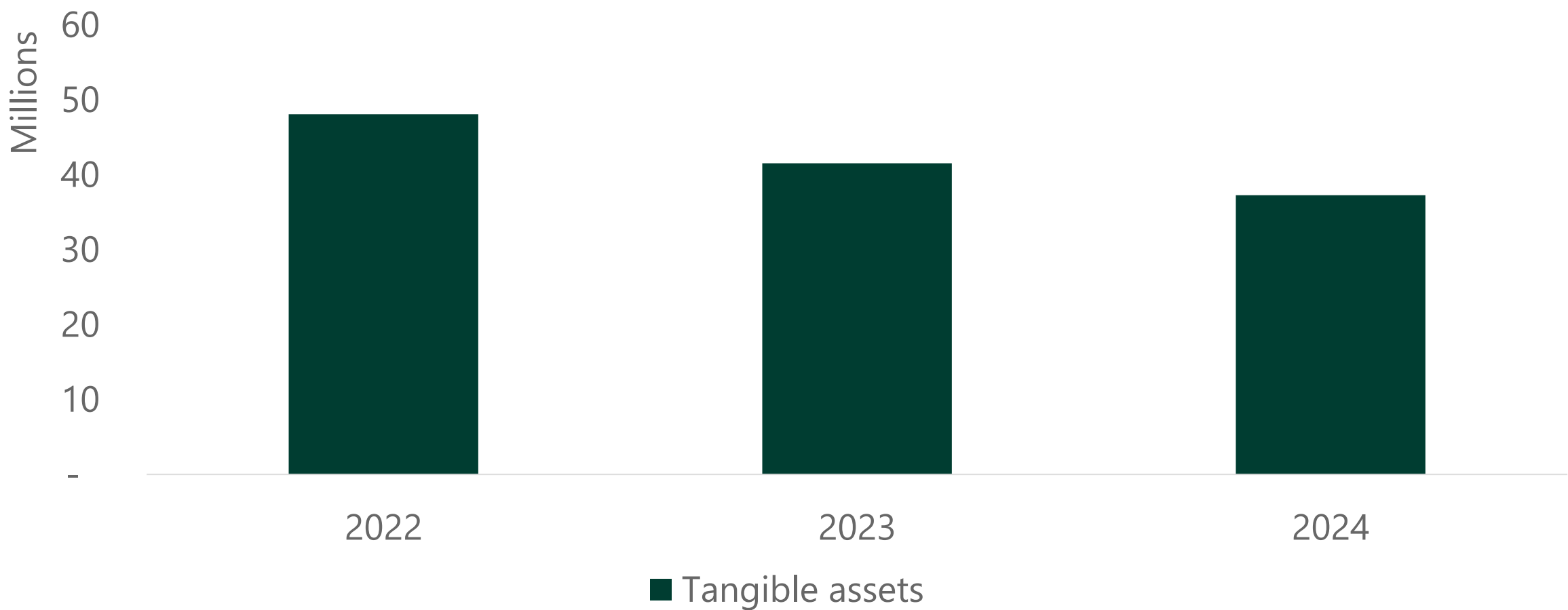
Sector Financial Performance



Margin Analysis



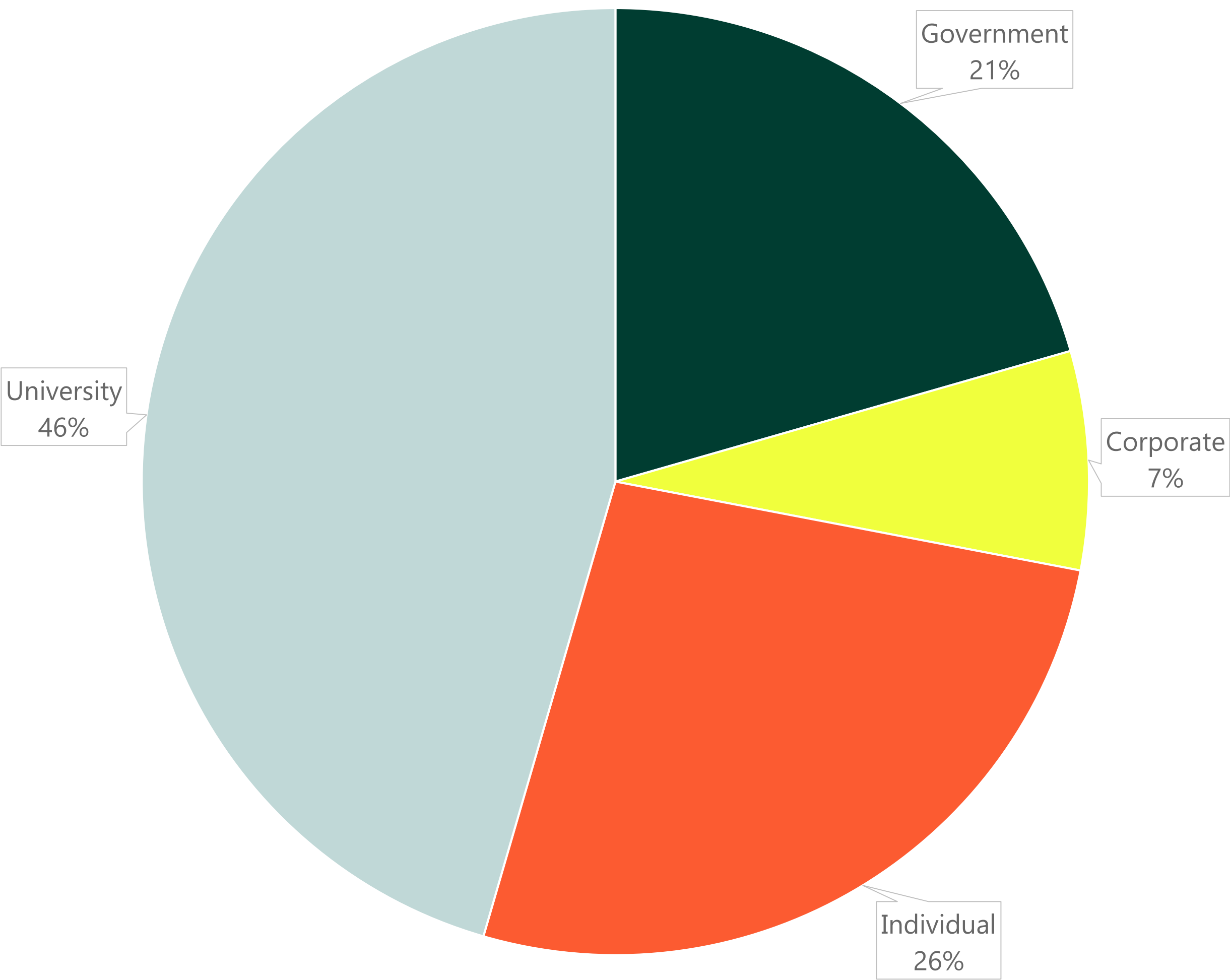
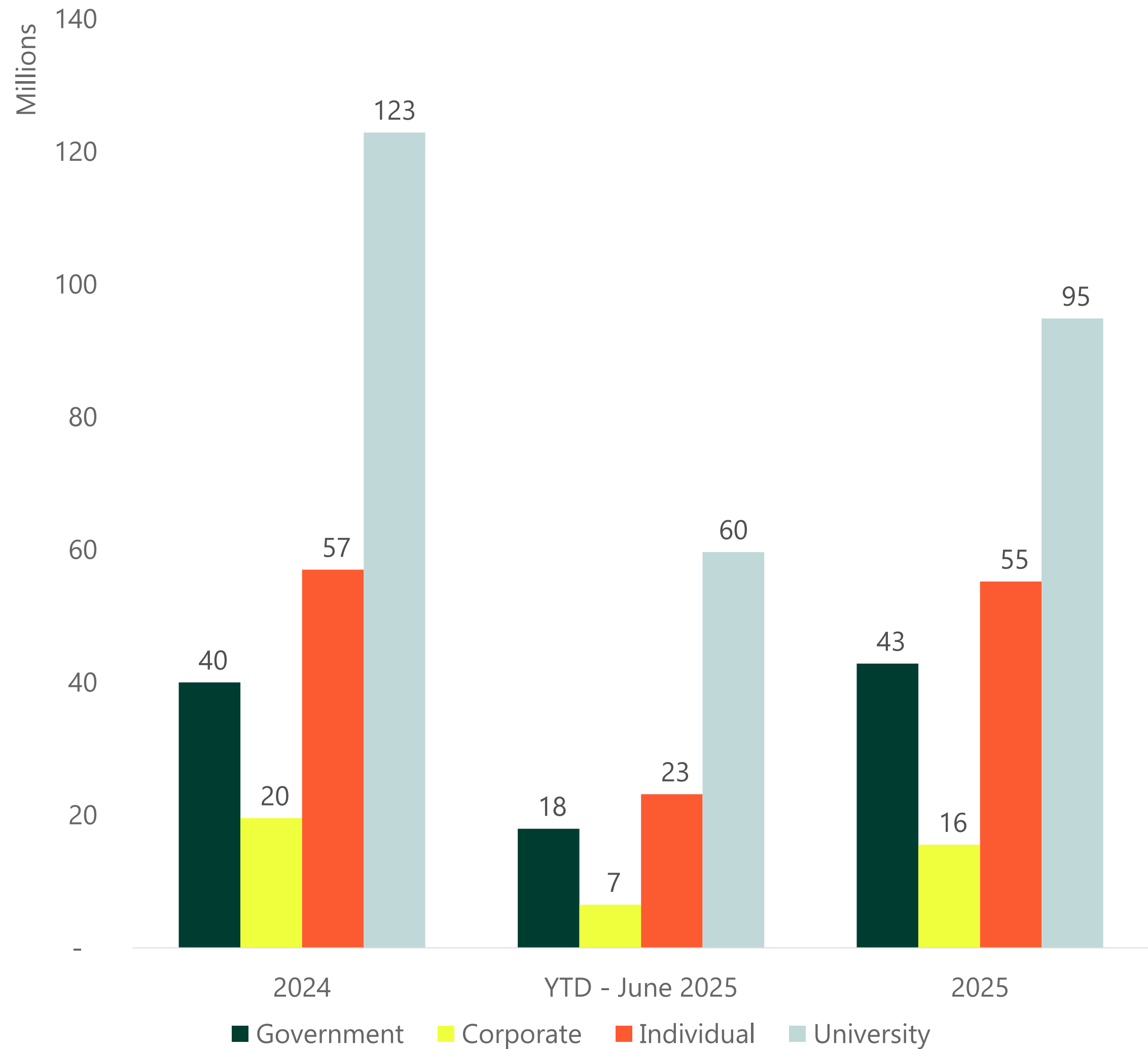
NCA of the Sector





# Training Division | Sector Financials

Training Revenue split





## EDUCATION

Premium K-12 schools delivering bilingual curricula, integrating international academic standards with strong local cultural values.



## ACADEMIC EXCELLENCE

Proven track record of high graduation rates, strong university placements, and multiple national and international awards.



## DIVERSE PROGRAMS

STEM, arts, sports, and extracurricular activities designed to nurture well-rounded student development.



## ACCREDITATION & QUALITY

Recognized by international and local accreditation bodies, ensuring consistently high teaching and learning standards.

# Al Khaleej's Education Division

A leading network of premium K-12 schools in Saudi Arabia, delivering bilingual curricula that combine international academic standards with local cultural values. With a commitment to academic excellence, the division consistently achieves high graduation rates, strong university placements, and national and international awards. Serving over 13,800 students across multiple campuses, it provides a well-rounded education that prepares learners for success in higher education and beyond.

**15**

Schools  
across the Kingdom

**14,630+**

Students enrolled

**24,000+**

Total capacity



# Education Division

We are one of the largest private school networks in Saudi Arabia, offering K–12 education for Saudi and international students. Our schools follow diverse curricula including American, Saudi, and specialized international programs, with modern facilities for boys and girls. With a presence in major cities, we provide quality learning environments that prepare students for future success.

## CORE OFFERINGS

### American & Saudi Curricula

Flexible program options catering to diverse student needs, from kindergarten to Grade 12.

### Gender-Specific Campuses

Separate facilities for boys and girls, ensuring a focused learning environment.

### Modern Infrastructure

Well-equipped classrooms, science and computer labs, sports facilities, and cultural activity spaces.

### Specialized Programs

Special needs education, advanced STEM initiatives, and extracurricular activities.

### Global Exposure

International programs and exchange opportunities to prepare students for higher education worldwide.

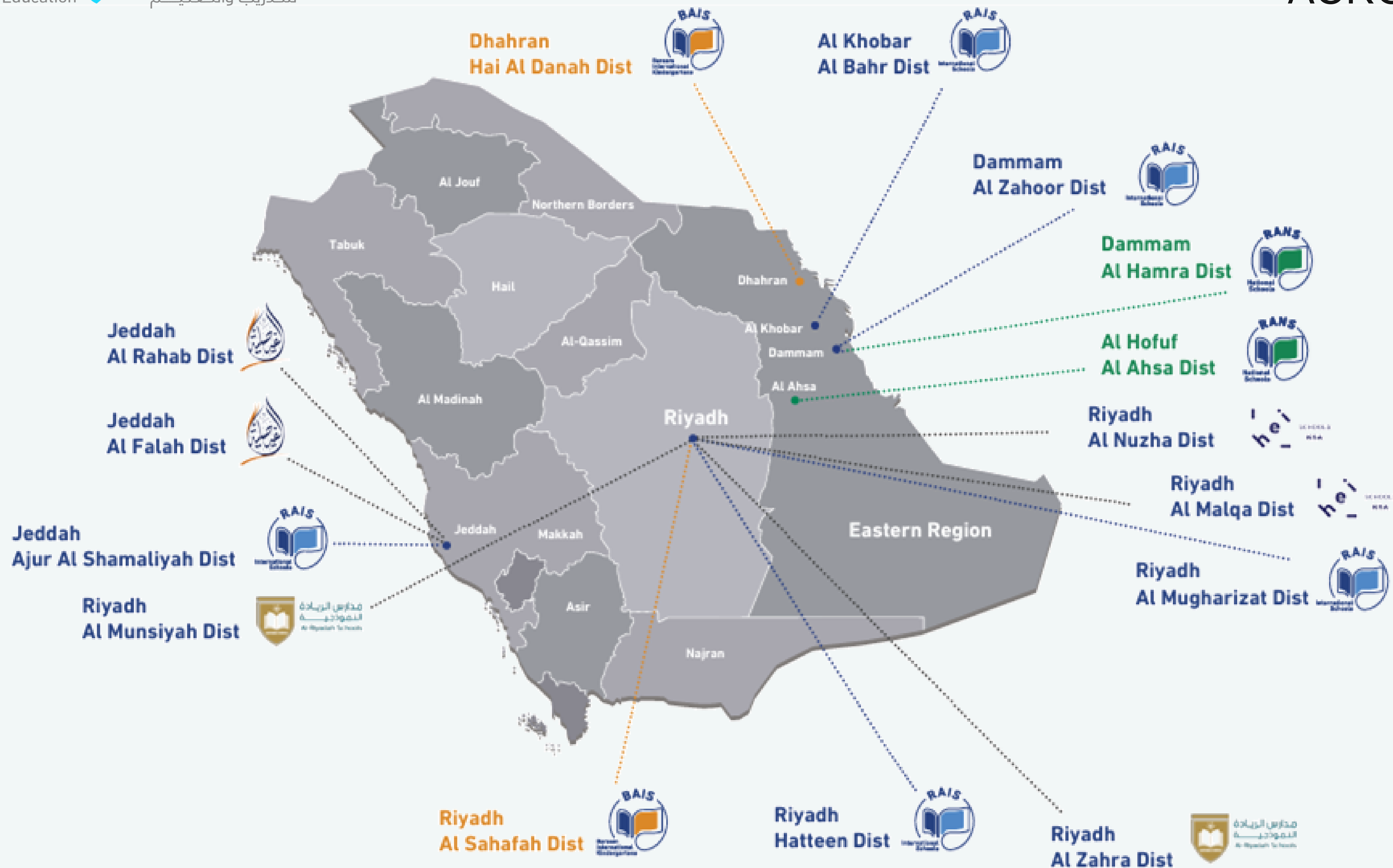
Education for Life

تعليم من أجل الحياة

تحت إشراف وزارة التربية والتعليم - إدارة التعليم الأجنبي - ترخيص رقم 4360140122

# Rowad Al Khaleej Schools

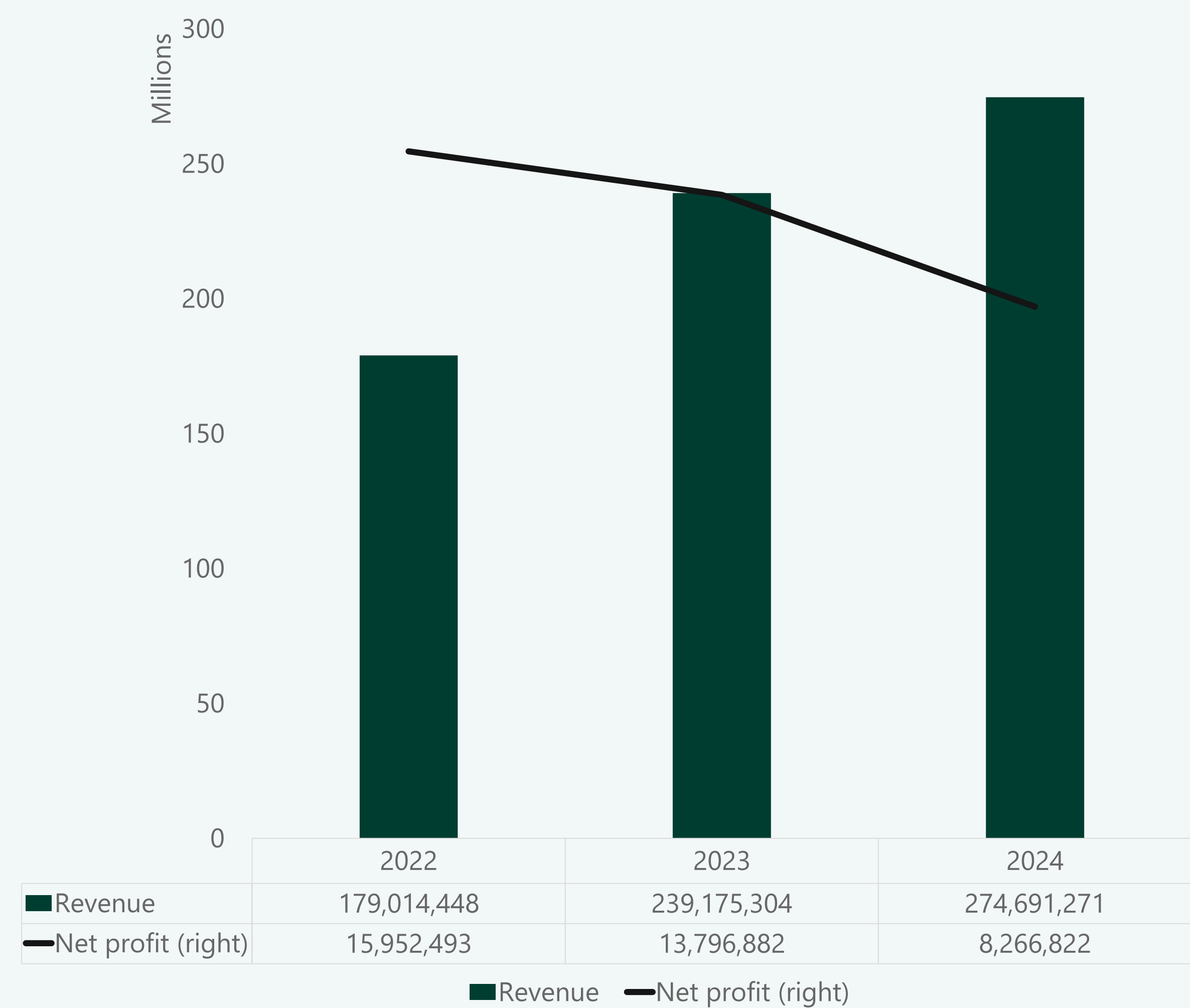
OUR PRESCENCE  
ACROSS THE  
NATION



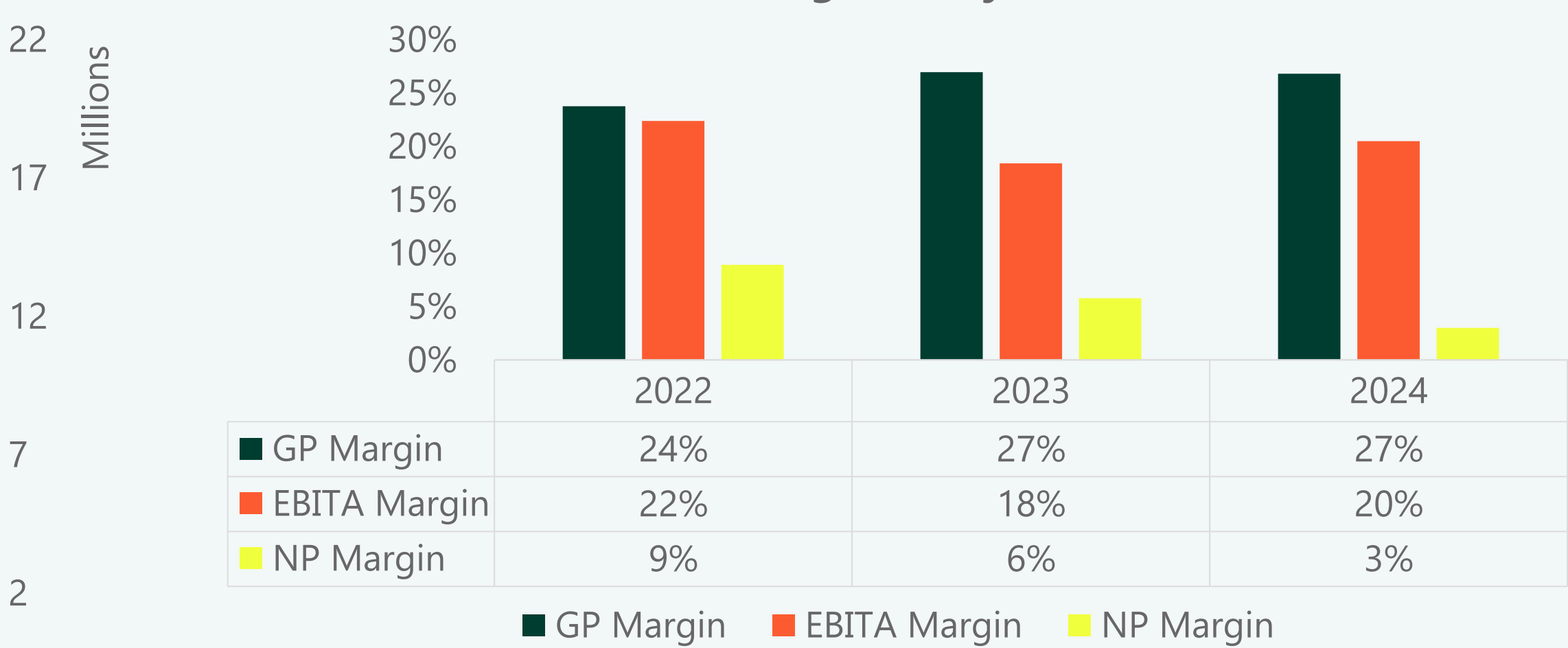


# Education Division | Sector Financials

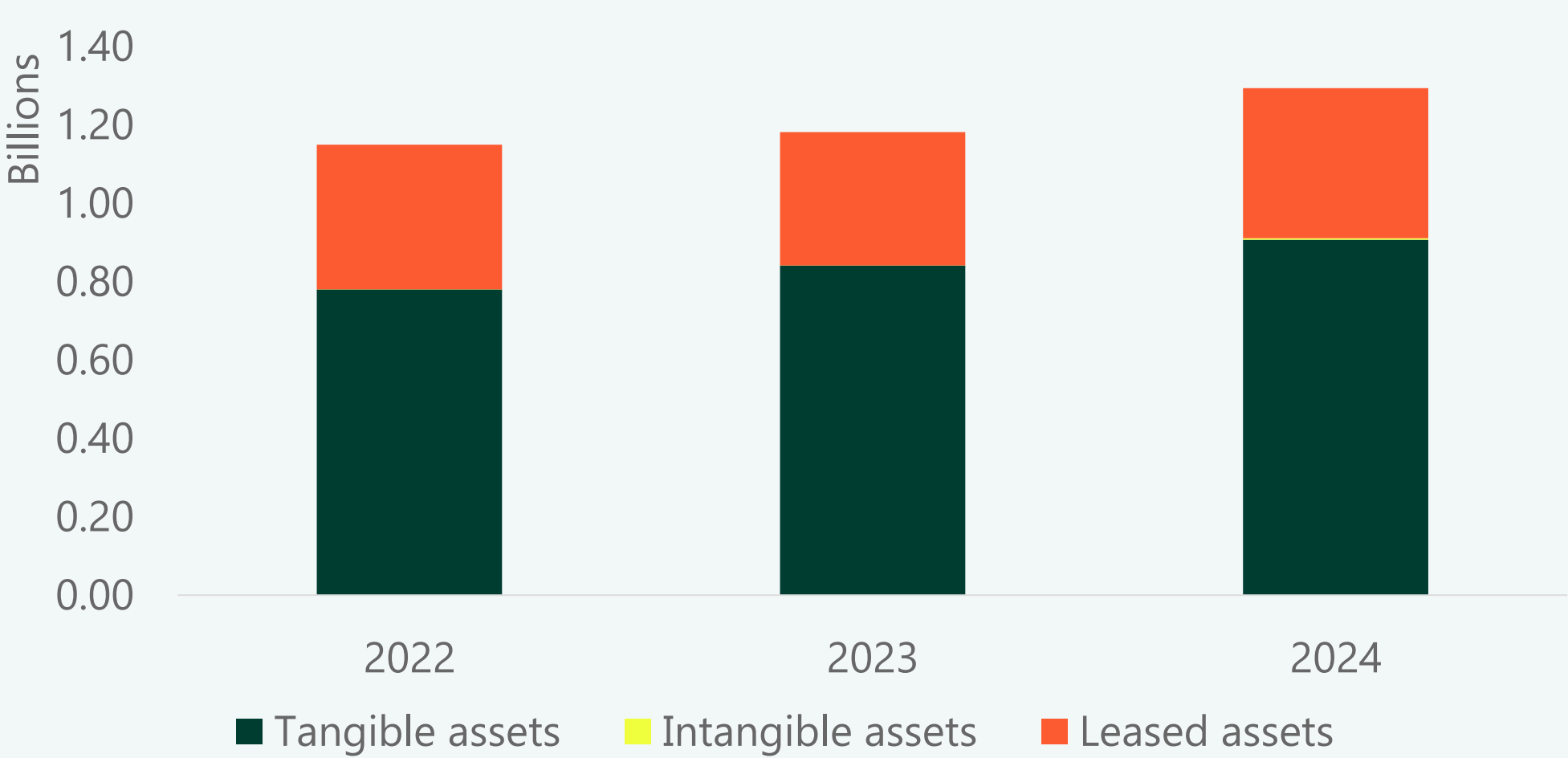
Sector Financial Performance



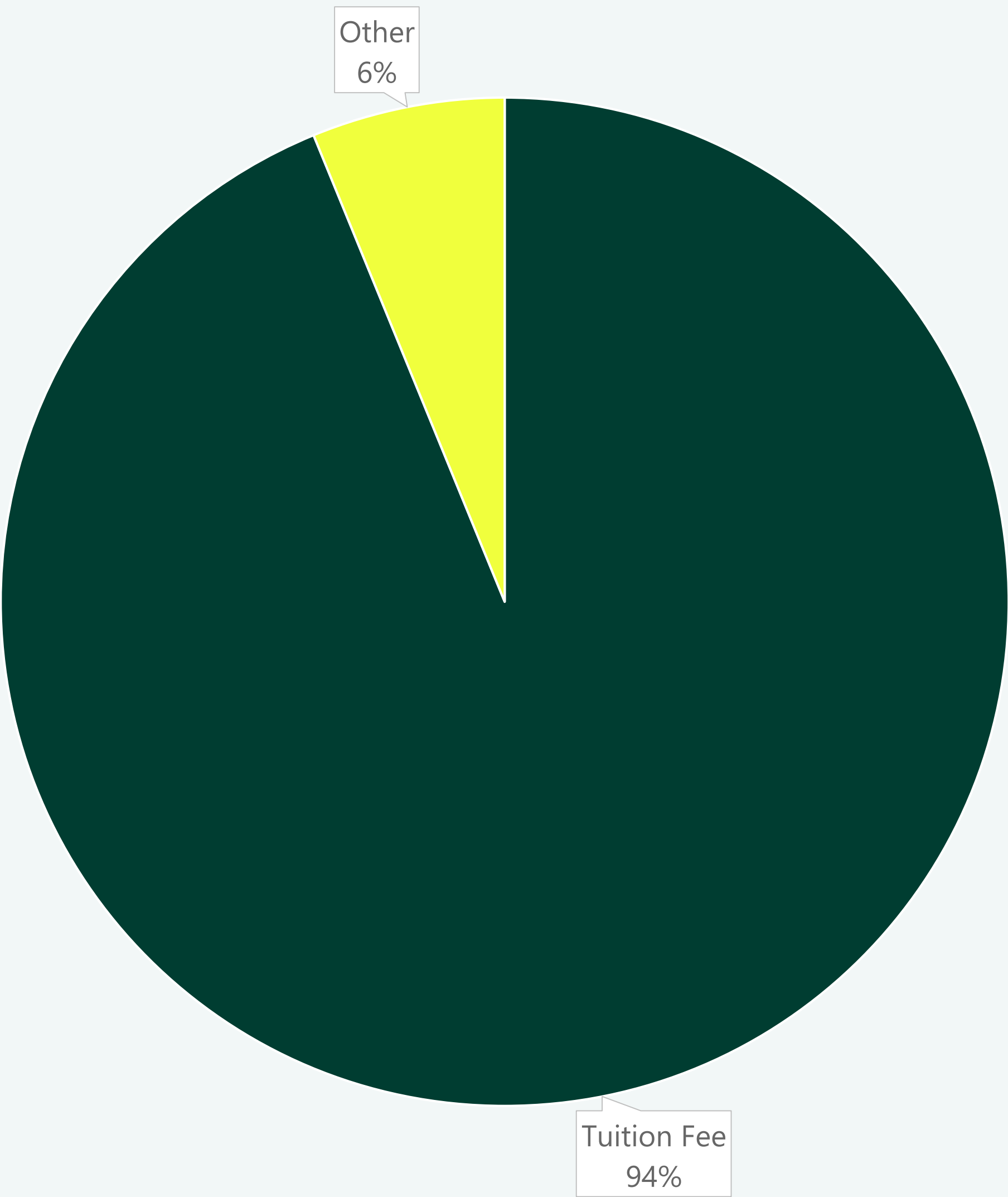
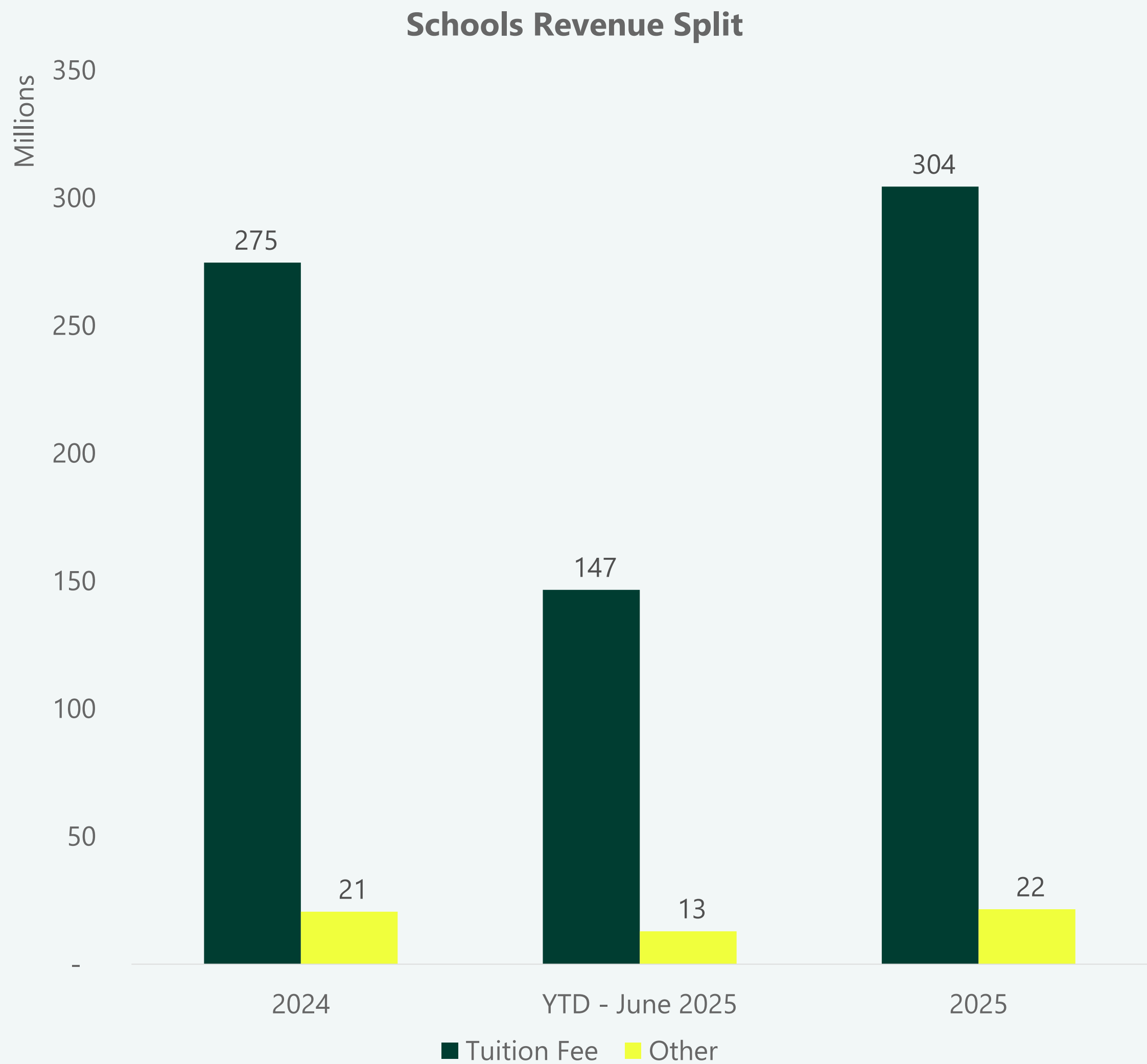
Margin Analysis



NCA of the Sector











# Education Division | Sector Financials





# Education Division | Schools Network








	Zuhor Dammam	AlHamra Dammam	Mogharaz at Riyadh	Baraem Sahafa Riyadh	Baraem Hittten Riyadh	Obhur Jeddah	Baraem Dahran	AlKhobar
Curriculum								
Total Area (sqm)	17,841	16,996	16,000	1,800	4,700	9,625	1,500	17,000
Built up Area	26,814	28,224	38,600	2,600	8,100	21,882	2,200	20,366
Land ownership	Leased	Leased	Leased	Leased	Leased	Leased	Leased	Owned
Capacity	2,200	800	2,500	300	800	2,000	300	2,000
Number of Students	2,053	719	1,059	180	255	1,156	191	310
Utilization	93%	90%	42%	60%	32%	58%	64%	16%
Year Started	2011	2012	2014	2015	2018	2021	2018	2023

Education Division | Schools Network

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Training and Education

الخليج للتدريب والتعليم

	Hufof Dist Al-Ahsa	HEI School Malqa Dist	HEI School Yasmin Dist	Faisaliya Rehab Jeddah	Faisaliya Falah Jeddah	Al Roqi Riyadh	Al-Riyadah Schools
Curriculum							
Total Area (sqm)	14,033	2,900	3,700	18,000	25,300	15,000	16,000
Built Up Area	21,380	5,500	4,800	30,000	38,200	33,000	20,000
Land Ownership	Operating	Leased	Leased	Leased	Leased	Owned	Leased
Capacity	2,000	500	500	1,000	4,000	2,700	2,400
Number of students	827	246	273	979	2,949	1,630	1,809
Utilization	41%	49%	55%	98%	74%	60%	75%
Year Started	2024	2024	2024	2009	2006	2015	2023





# Al Khaleej's BPO Division

The largest Saudi-owned business process outsourcing (BPO) and contact center network, providing end-to-end customer experience solutions for leading public and private sector clients. With over 4,000 employees across state-of-the-art facilities, the division delivers high-quality, multilingual support services in customer care, technical assistance, sales, and back-office processing. Leveraging advanced technologies and a skilled Saudi workforce, it supports national Saudization goals while ensuring operational excellence and measurable client satisfaction.



## CUSTOMER CARE

Inbound and outbound call handling, complaint resolution, and customer relationship management across multiple industries.



## TECHNICAL SUPPORT

Multilingual helpdesk and technical assistance for IT products, telecom, and service-based sectors.



## SALES & LEAD GENERATION

Outbound sales campaigns, upselling, cross-selling, and customer reactivation programs.



## BACK-OFFICE SOLUTIONS

Data processing, order management, billing support, and other administrative services to improve client efficiency.

**20+ years of experience**

in the market serving over 100+ clients across multiple industries

**4,000+ SmartLink Employees**

making it the largest Saudi-owned contact center network



# BPO Division

We are one of the leading BPO and contact center service providers in Saudi Arabia, delivering end-to-end outsourced solutions for government entities, large corporations, and private sector clients. With a strong presence across the Kingdom and Egypt, SmartLink offers scalable, technology-driven customer experience solutions.

## CORE OFFERINGS

### Contact Center Operations

Outsourced and in-house contact center setup, management, and operation to ensure consistent service quality.

### BPO & Staffing Solutions

Provision and management of skilled staff to handle outsourced processes with operational excellence.

### Systems & Applications

Design and integration of customer service systems, CRM tools, and enterprise platforms.

### IT & Infrastructure

Implementation and support of IT systems to enable efficient, large-scale operations.

### Technology Hardware

Through Genesys, offering end-to-end Customer Experience solutions.

### Specialized Support

Tailored service models for government, utilities, banking, insurance, and aviation.



# Business Segments

## BPO Division



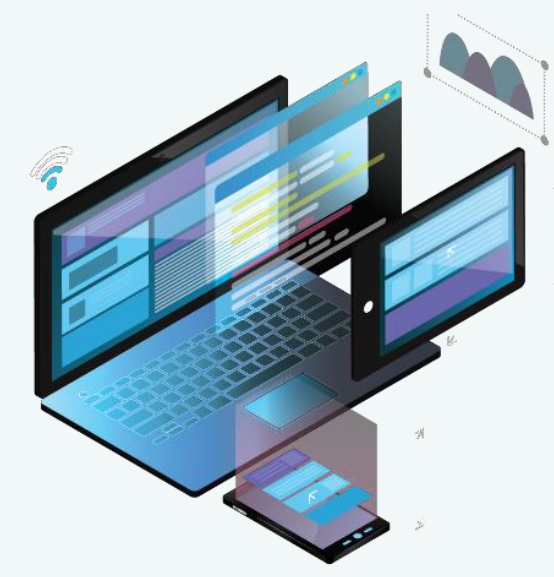
### BPO Excellence Across the Kingdom

SmartLink (the legal entity representing Al Khaleej's BPO segment) is a national leader in business process outsourcing, offering tailored solutions to enhance operational efficiency, customer engagement, and service quality. Our operations cater to a diverse portfolio of government ministries, financial institutions, utility companies, and private enterprises.



### Customer Engagement Skills Development

Through specialized training programs, SmartLink equips frontline teams with the skills needed to deliver exceptional customer experiences, from call handling and complaint resolution to technical support.



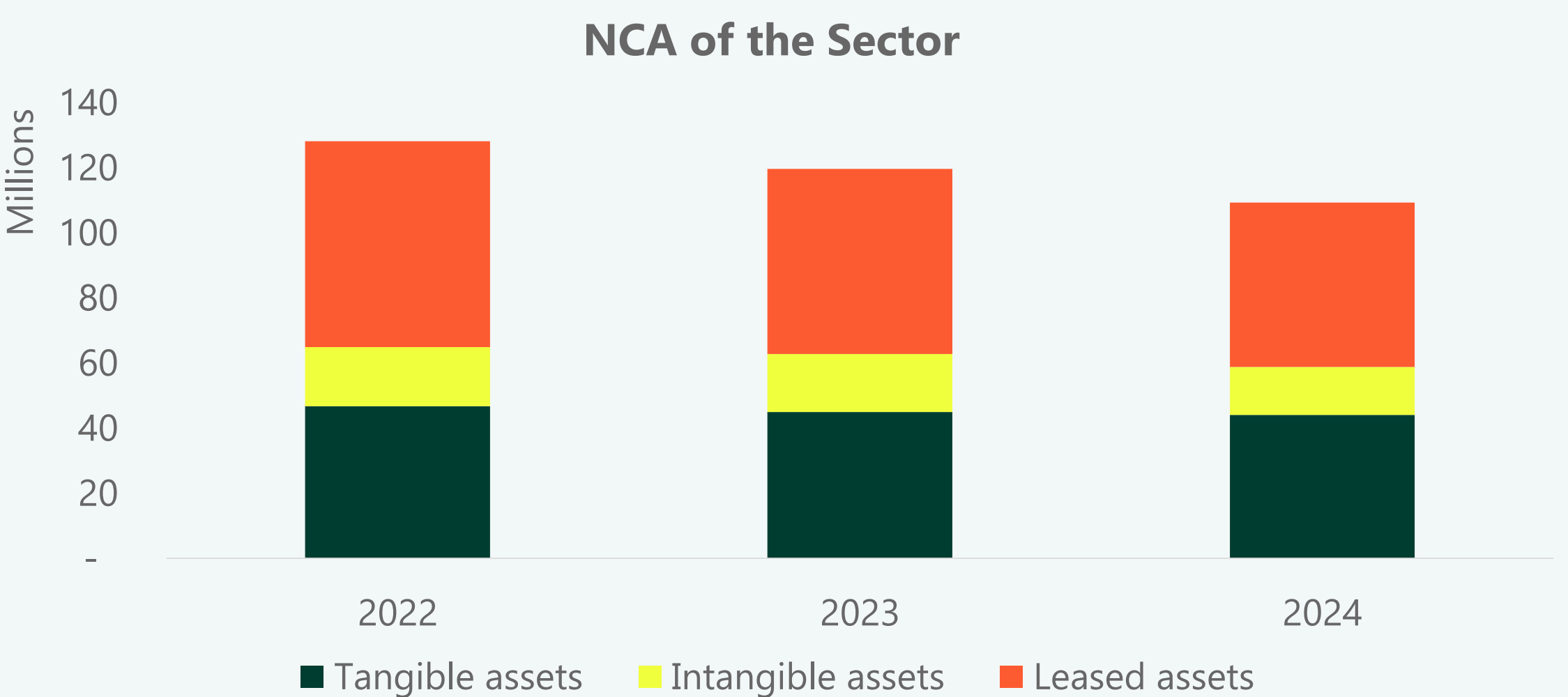
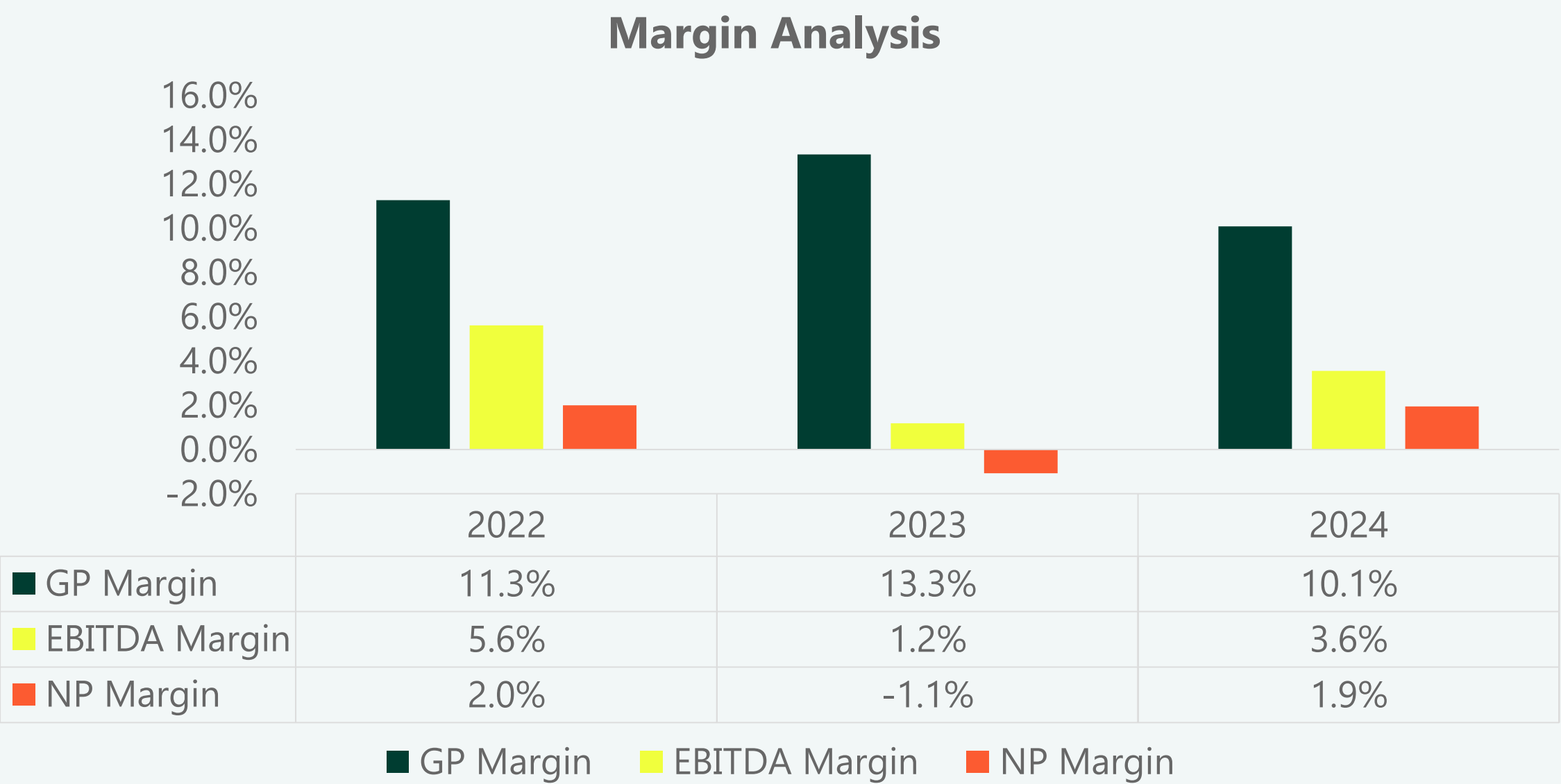
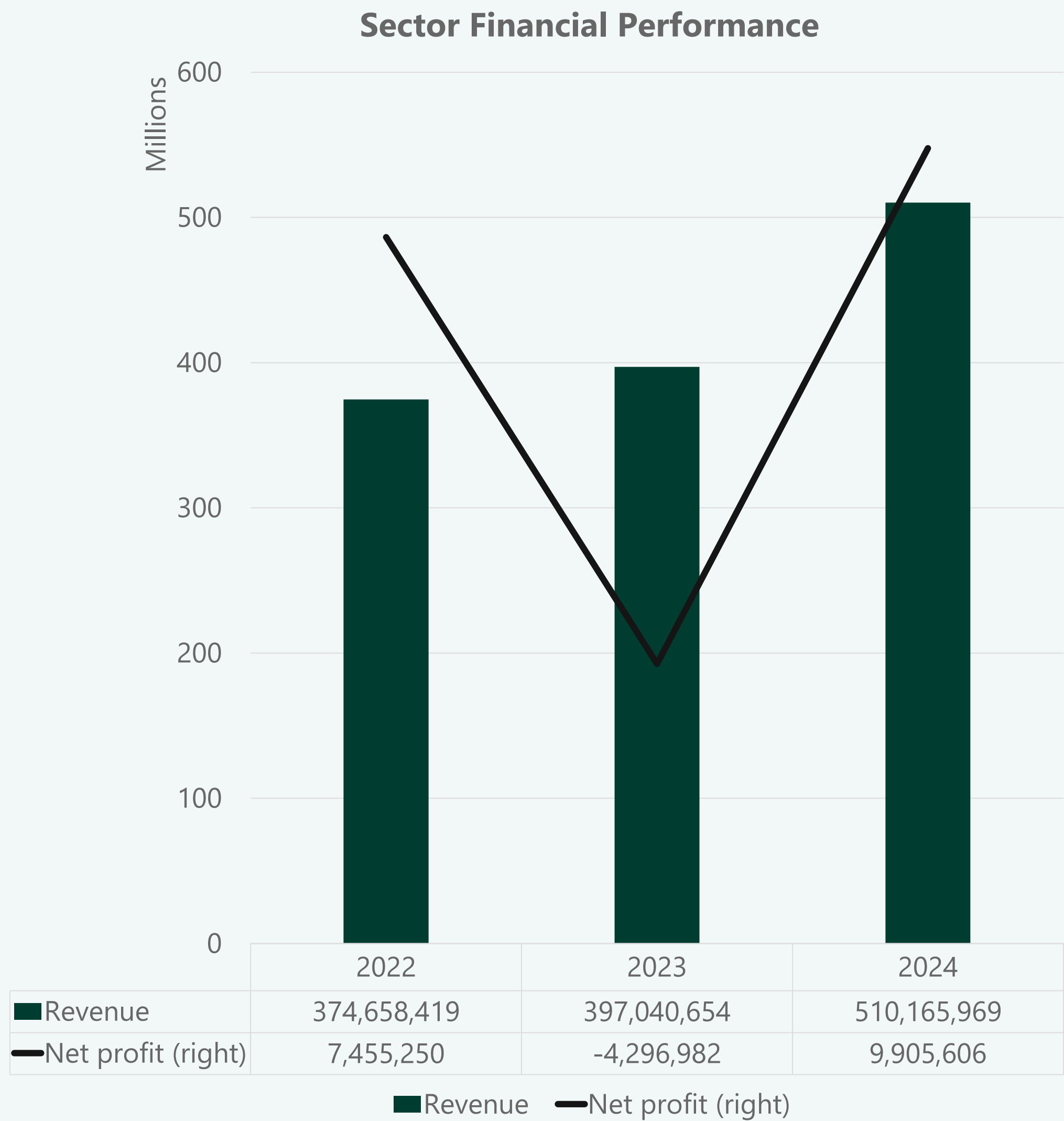
### Technology-Driven Contact Center Solutions

We design, implement, and manage state-of-the-art contact centers, integrating enterprise IT systems with customer service platforms to ensure seamless client interaction and operational efficiency.



### Consulting and Strategy

Our consultancy services support organizations in optimizing customer service operations, designing effective strategies, and implementing best practices for sustainable growth.



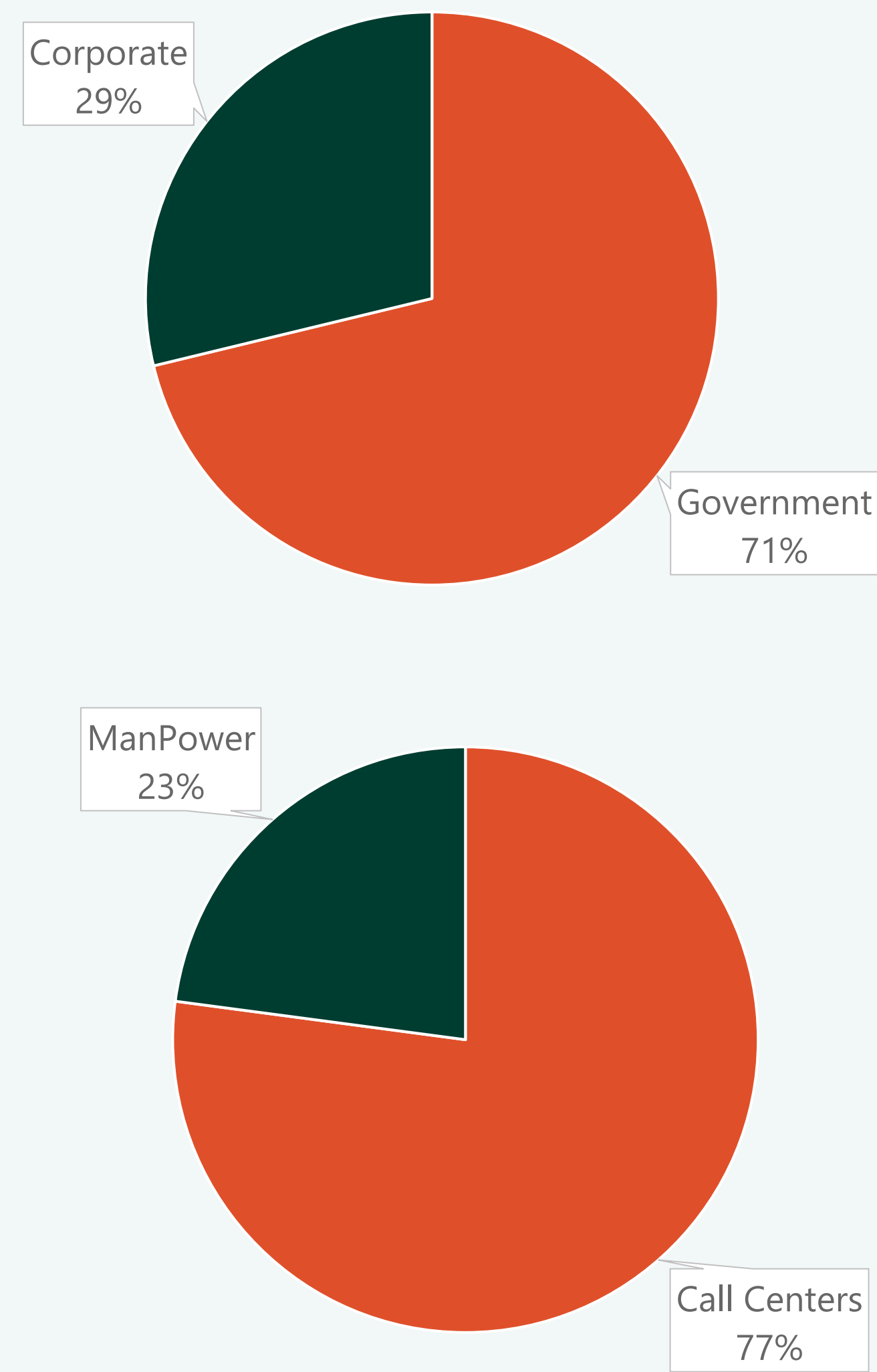
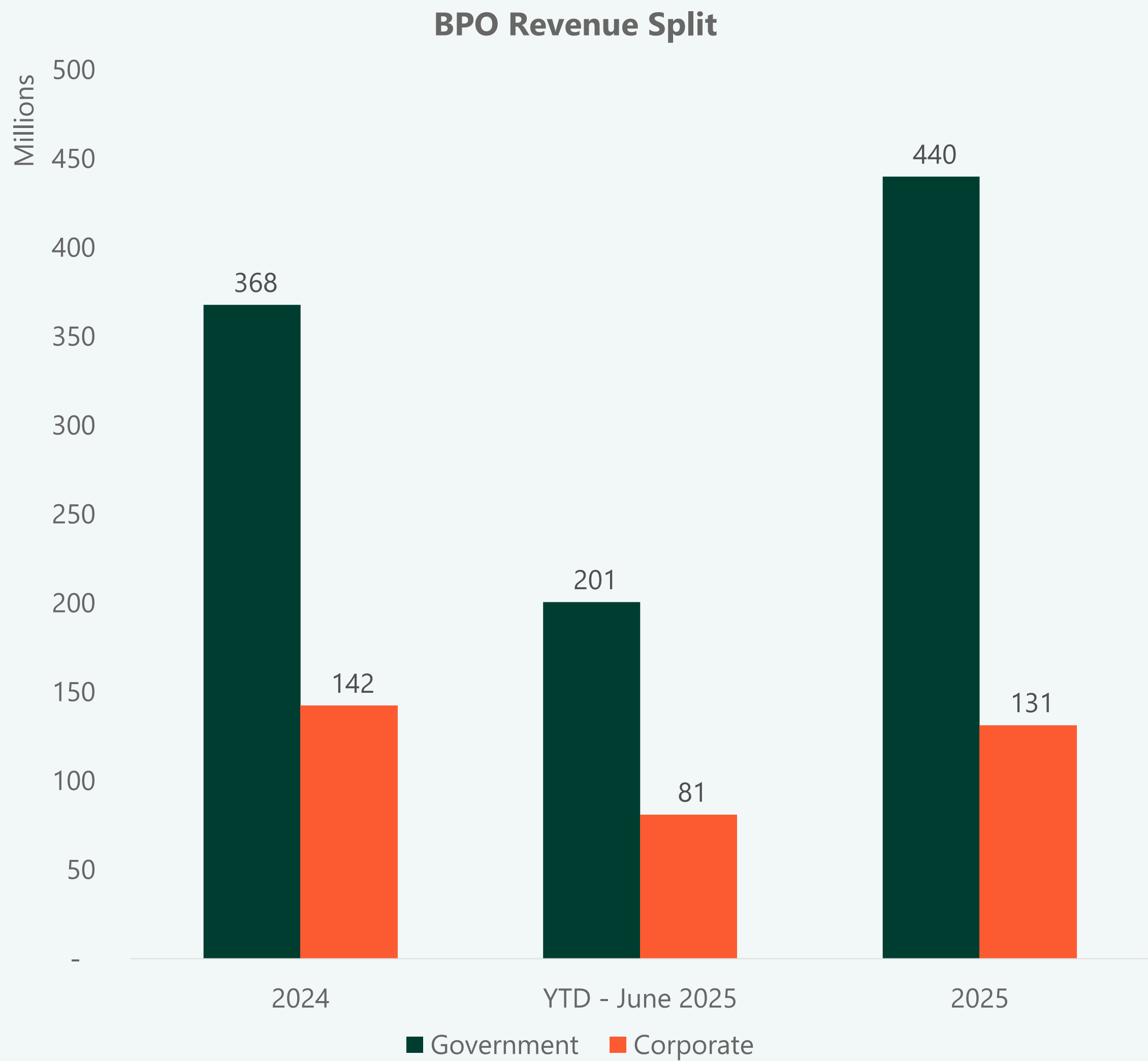


# BPO Division | Sector Financials

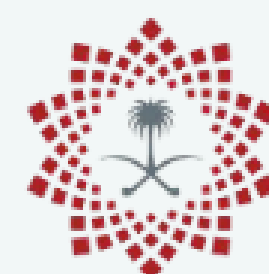
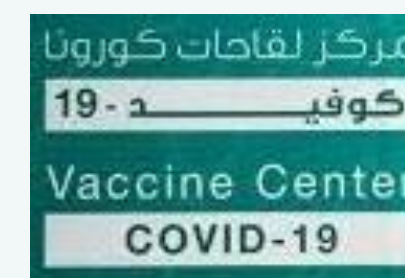
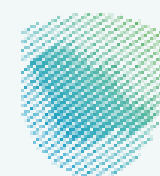
Alkhaleej

Training and Education

الخليج  
للتدريب والتعليم



# BPO Division | Major Clients





# H1 2025 Investor Update

Total revenue until 30<sup>th</sup> June 2025 amounts to SR 583 million, compared to 30<sup>th</sup> June 2024 amounts to SR 536 million, with increase of SR 46 million (9% Increase)

Net Profit until 30<sup>th</sup> June 2025 amounts to SR 13.8 million, compared to the Net Profit until 30<sup>th</sup> June 2024 amounts to SR 71.4 million. The significant variance is due to the onetime sublease agreement of the educational property during the Q1 2024.

**The forecasted Net Profit for FY2025 is 70 Million -( for shareholder only) .**

**9% increase**  
in half-year revenue

Half-year net profit of  
**SR 13.8**  
million



# Operational Activities in first half of 2025

- Successfully entered exclusive partnership with **Gordan Ramsey Academy for Culinary Arts** in Saudi Arabia.
- Acquired an **IT Company (MAZAYA)** to expand the company's business & Market share.
- Successfully entered partnership with Genesys Company
- The Company improved the Local Content Score by getting the certificate with **66.14%**
- The Company signed the sub-lease deal for Al-Jazeera Schools

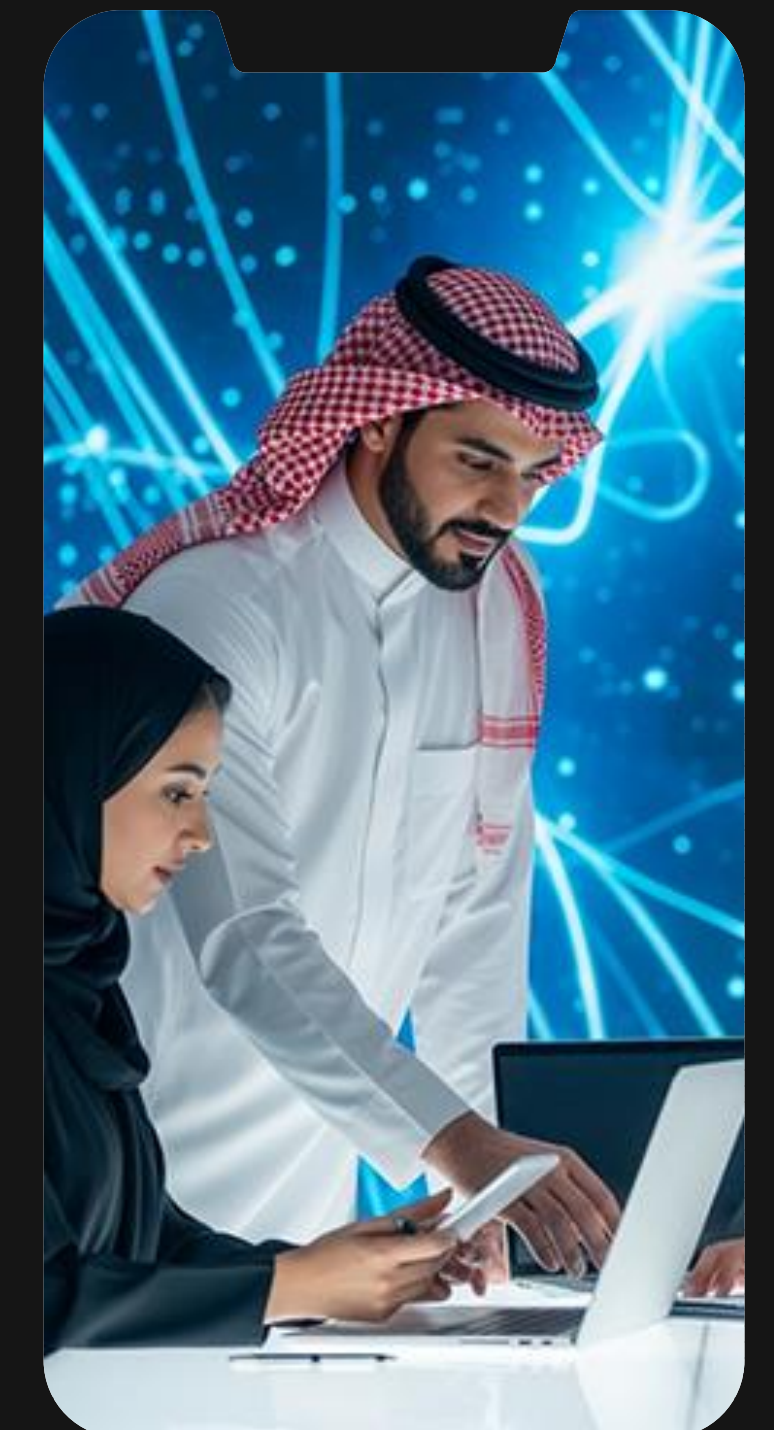
 GENESYS™

ENABLING ORGANIZATIONS  
TO DELIVER SEAMLESS  
CUSTOMER EXPERIENCES



 MAZAYA  
INTEGRATED SOLUTIONS  
شركة مزاي للحلول المتكاملة الحاسوبية

IT SOFTWARE SPECIALIZING  
IN DIGITAL  
TRANSFORMATION & AI





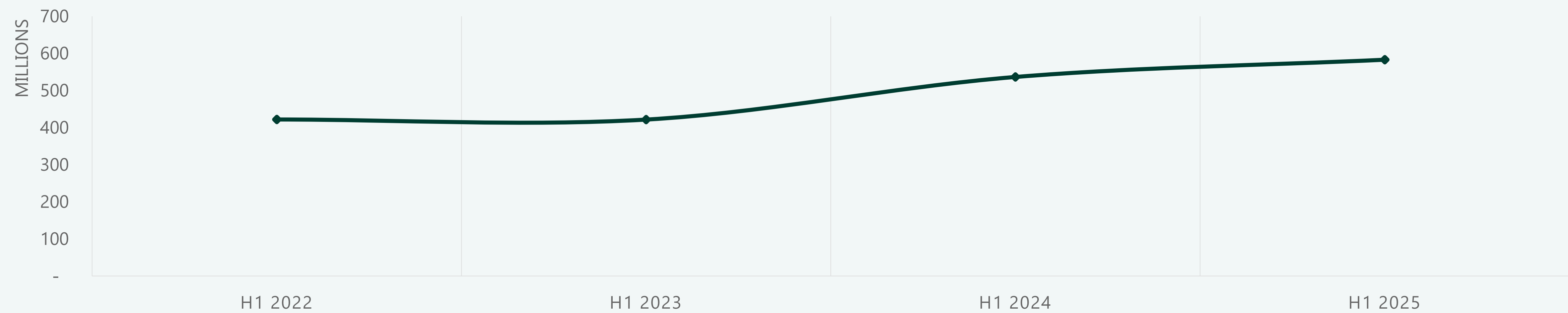
# Q2 2025 | Income Statement

Alkhaleej

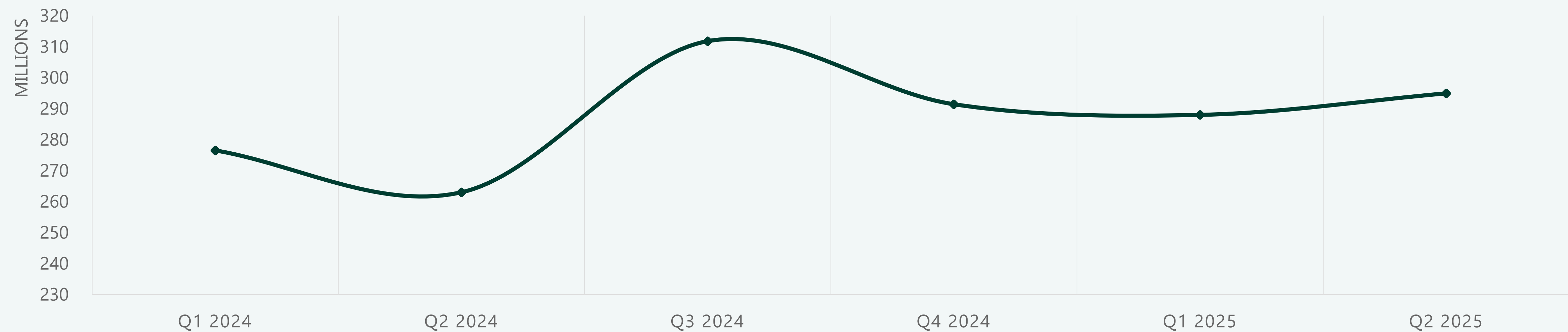
Training and Education

الخليج  
للتدريب والتعليم

HALF-YEARLY REVENUE ANALYSIS

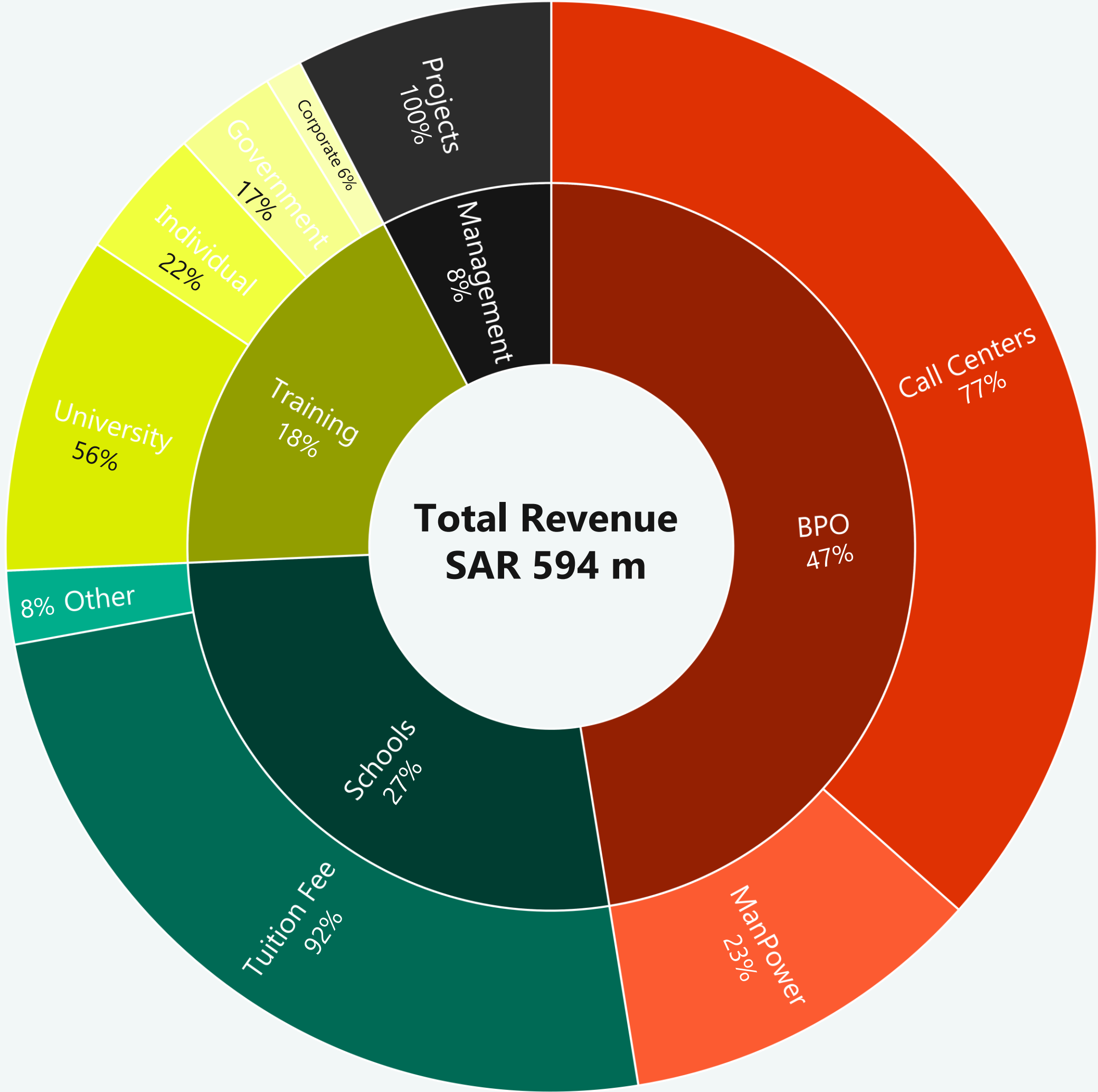


RUNNING QUARTERLY REVENUE

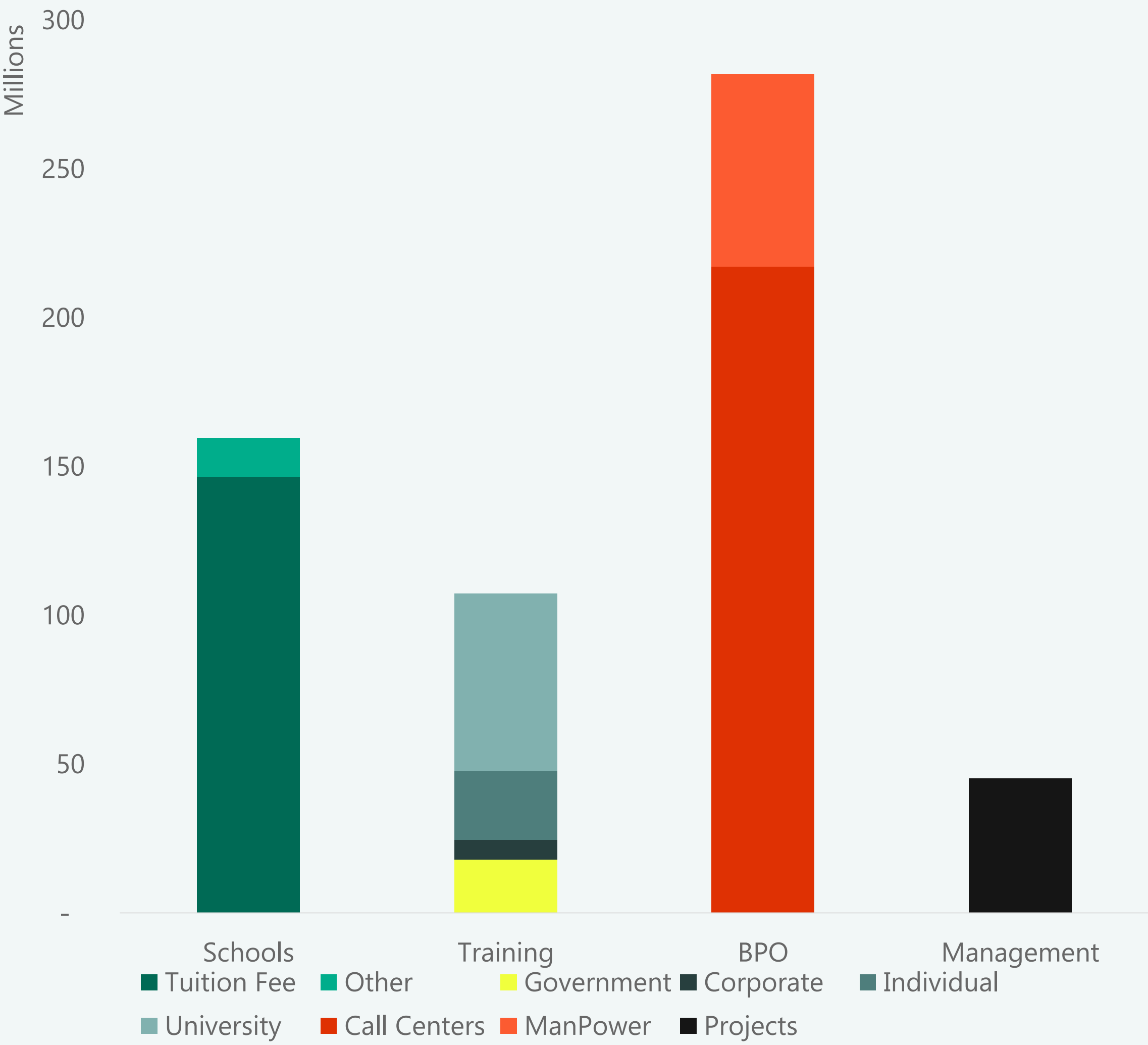


# Q2 2025 | Sector Break-up

Revenue Split



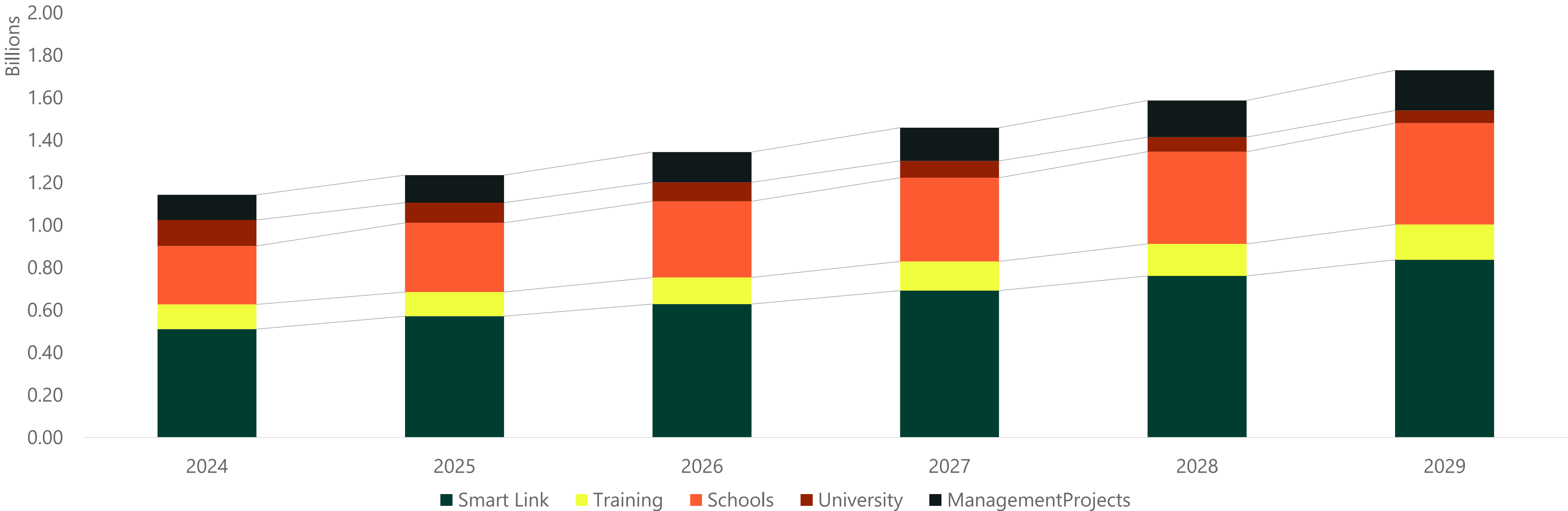
Revenue Split





# Financial Forecast – 5 Years

Expected Revenue Growth



	2024	2025	2026	2027	2028	2029
Smart Link	510,165,969	571,393,650	628,533,015	691,386,317	760,524,948	836,577,443
Training	116,569,707	113,614,298	124,975,728	137,473,300	151,220,631	166,342,694
Schools	274,691,271	325,954,513	358,549,964	394,404,961	433,845,457	477,230,003
University	122,897,142	94,865,194	89,608,454	79,088,876	69,043,320	59,495,486
Management Projects	118,273,991	129,354,356	142,289,792	156,518,771	172,170,648	189,387,713
Total	1,142,598,080	1,235,182,011	1,343,956,953	1,458,872,225	1,586,805,004	1,729,033,338

# Contact Information

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# Thank You